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THE NATIONAL NEWSPAPER OF MARKETING

## Youngstown Sheet Moves $800,000 Account to EWRR

YOUNGSTOWN, O., Aug. 21—Youngstown Sheet & Tube Co. ended a 22-year relationship with Griswold-Eshleman Co. today when it moved its $800,000 account to Erwin Wasey, Ruthrauff & Ryan, ADVERTISING AGE learned.

Roy A. Curl, advertising and sales promotion manager, and William Farragher Jr., assistant advertising manager, made the following statement:

"We deeply regret the termination of our business relationship with Griswold-Eshleman Co. of Cleveland. After 22 years of client-agency contact between our two firms naturally a tradition of friendliness had grown up. We are appreciative of the sound help and counsel the Griswold-Eshleman people have provided us over the years.

■ "However, Youngstown Sheet & Tube Co., now the nation's sixth largest steel manufacturer, has set new marketing goals. These goals or future marketing needs have necessitated an agency change, and this change is part of a larger modernization and expansion plan which is under way in our 60-year-old basic steel corporation.

"As a result of setting new and more complex corporate marketing strategy our company now believes it should work with a larger advertising agency, with branch offices located in our major marketing areas, and which offers broad marketing help as well as creative ability."

The steel company heard pres-

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We'll pay you 25¢ for each Bristol-Myers carton in this big
QUARTERS-FOR-CARTONS DRIVE
Extra money for you...extra money for Rockford community needs!
Collect cartons from any size of any of these fine Bristol-Myers products

TWO-BIT DEAL—*Bristol-Myers Co. is offering 25¢ for cartons of its products, using ads in the Morning Star and Register-Republic, Rockford, Ill. Radio and tv spots, plus point of sale material in the Rockford area, also are being used (story on Page 8).*

## *Ratke's Arrest Caps Earlier Scrapes; He's Old Customer of FTC, Other U. S. Agencies*

WASHINGTON, Aug. 20—David L. Ratke, agency executive indicted in New York yesterday for false advertising *(see story on Page 2)*, has been a steady customer at the Federal Trade Commission and other federal policing agencies, and still has unfinished business here.

In the past two years Mr. Ratke, his associates and his enterprises have been involved with the Department of Agriculture and Post Office as well as FTC. In four instances, he has settled FTC complaints by accepting a consent order. A fifth FTC case—involving ads for Livigen skin food—is still pending (In Washington, Dec. 15, '58).

He first attracted official attention in mid-1957 when "I. G. Chemical Co.," one of his properties, used large space newspaper and magazine ads featuring pictures of the White House and U. S. Capitol with the headline, "Proved on the most famous lawns in the world," and the promise that "Green Plasma" will keep lawns green 365 days of the year "with only occasional sprinkling."

Agriculture Department officials felt the ads implied that Green Plasma was used by the government. After consultation with its research laboratory at Beltsville, Md., the department issued a statement that Green Plasma is largely a dye, and that, in any event, it is not used by the government.

■ A more serious episode occurred early last year when Post Office lawyers went into federal court in New York to get a fraud order

(*Continued on Page* 87)

*Prodigal's Return . . .*

## *RCA Gives $12,000,000 Account Back to JWT*

### Kudner Picks Up Choice $3,000,000 Sylvania Business as a Result

NEW YORK, Aug. 20—J. Walter Thompson Co., which five years ago replaced lost RCA business with Sylvania, will now exchange Sylvania for RCA.

This turnabout in electronics accounts hit Madison Ave. this week with lightning-like suddenness. It is the biggest account change since last year's Buick-Chrysler realignments.

Kenyon & Eckhardt, which succeeded JWT on RCA in 1954, is the big loser. Radio Corp. of America is billing about $12,000,000 with K&E.

Sylvania Products, on the other hand, is currently billing less than $3,000,000 at JWT. It moves to the Kudner Agency, which is already handling General Telephone & Electronics Corp., a company resulting from the merger of Sylvania with General Telephone Corp.

■ JWT's contract with Sylvania terminates Dec. 31. RCA's appointment of JWT is effective Jan. 1, 1960.

The RCA business moving to JWT includes RCA-sponsored radio and television programs; RCA television, radio, phonograph and tape recording products; international, corporate staff and institutional advertising; RCA of Canada.

The Sylvania business moving to Kudner includes all the Sylvania electrical appliances and lighting products—television receivers, radio sets, bulbs, tubes and lamps. Sylvania's Argus camera division—JWT has Kodak—is handled by Young & Rubicam.

■ While both RCA and Sylvania were fulsome in praise for their present agencies—Robert E. Lewis, president of Sylvania, said JWT has "contributed greatly to

(*Continued on Page* 83)

## General Mills' Ad Budget Hits High of $33,206,000

### Fiscal '58-'59 Was a Record Year, Bell Says; Overseas Expansion Set

MINNEAPOLIS, Aug. 18—General Mills spent $33,206,000 in advertising during the fiscal year ended May 31, 30% more than the company spent during the previous fiscal year, stockholders were told at the annual meeting today.

C. H. Bell, president of the company, told the stockholders that this marked a new high in General Mills' ad spending.

He described new expansion plans, including General Mills' first foreign venture in consumer foods. Thomas Humphrey, advertising manager for Betty Crocker mixes, will head the venture as managing director of Latham Foods Ltd., Bromborough, England, a small manufacturer of

(*Continued on Page* 86)

## Ford Heads List of Top 50 Spot Radio Advertisers in First Half of 1959

### Liggett & Myers, Reynolds, General Motors, Chrysler Occupy Next Four Places

NEW YORK, Aug. 21—The biggest name in spot radio for the first half of 1959 was Ford Motor Co., which spent approximately $3,250,000 in the medium, according to estimates of the Radio Advertising Bureau.

Runners-up to Ford in enthusiasm for spot broadcasting for the first half of this year were Liggett & Myers, with $2,500,000; R. J. Reynolds Tobacco Co., with $2,400,000; General Motors Corp., with $2,200,000, and Chrysler Corp., $2,125,000. The figures included in this spot spending report are all described as net, in contrast to the "gross figures used by most other media."

■ Since RAB is just getting going with the reporting of dollar expenditures for spot radio, exact comparison with the 1958 level of spending is not possible. But if Ford keeps going at the present pace, it will boost the No. 1 position by about $1,000,000. Ford placed second on the bureau's list of spenders for the full year of

(*Continued on Page* 86)

## 5 Dailies Confirm Launching of New Sales Unit

### Reps Bumped in Many Cities by Newly Formed 'Million Market' Group

NEW YORK, Aug. 20—Five major daily newspapers—all "pioneers in r.o.p. color advertising"—yesterday confirmed the formation of a joint selling unit to sell national space (AA, Aug. 17).

The new organization—Million Market Newspapers Inc., a Delaware corporation—will represent

(*Continued on Page* 86)

## Last Minute News Flashes

### *Renault Expected to Name Kudner for Radio-TV*

NEW YORK, Aug. 21—Renault Inc., currently a $4,000,000 advertiser at Needham, Louis & Brorby, is expected to move the radio-television portion of its account to Kudner Agency next week. NL&B reportedly will continue to handle print advertising.

### *Beam Distilling Will Market Gilbey's Scotch in U. S.*

CHICAGO, Aug. 21—James B. Beam Distilling Co. will market Gilbey's Spey Royal scotch (W. & A. Gilbey Ltd., London) in the U. S., Hawaii and Puerto Rico. Edward H. Weiss & Co., Chicago, Beam's agency, also will handle U. S. advertising for Gilbey's. Bacardi Imports Inc., New York, handled U. S. distribution of Gilbey's scotch until the first of this year. Brooke, Smith, French & Dorrance was the agency. National Distillers Products Co. distributes Gilbey's gin and the agency is Fletcher Richards, Calkins & Holden.

### *Duryea Moves from DCS&S to Burdick & Becker*

NEW YORK, Aug. 21—William E. Duryea, formerly vp in charge of the professional drug division at Doherty, Clifford, Steers & Shenfield, has joined Burdick & Becker as a vp and account supervisor.

### *GF's Minute Mashed Potatoes Go National in Fall*

NEW YORK, Aug. 21—General Foods Corp., which has been testing a new formula for its minute mashed potatoes in the Midwest since May, using local newspapers and tv spots, will break national advertising for the product probably in late October in newspapers, magazines and on tv. Foote, Cone & Belding is the agency.

(*Additional News Flashes on Page* 87)

## Eastern Electra 'Camouflaged' in Ads, National Says

### Jet-Props Disguised as 'Real Jets,' Says New Complaint to CAB

WASHINGTON, Aug. 21—The breach in the supposed "gentlemen's agreement" between Eastern Airlines and National Airlines about settling ad grievances "in private" seemed complete today as National formally filed its promised cross-complaint against Eastern with the Civil Aeronautics Board.

National's complaint charges that Eastern has met National's jet competition by "camouflaging" pictures of its jet-prop Electras to make them look like "real jets."

It further charges that Eastern itself frequently uses many of the same phrases it took National to task for in Eastern's complaint earlier this month.

To substantiate its charges, National cited some 15 tear sheets of Eastern ads and scripts of several Eastern radio commercials.

National characterized its com-

(*Continued on Page* 87)

# Bayuk Schedules $7,000,000 TV Drive, With Emphasis on Sports, for Cigars

PHILADELPHIA, Aug. 20—Bayuk Cigars Inc. will spend up to $7,000,000 in the year ahead on an expanded version of its current saturation tv advertising campaign which this year has increased the company's sales by 39%.

Beginning in September, Bayuk will expand the total network NBC television sports coverage sponsorship it undertook last January to include 156 major football, basketball, baseball, bowling, racing and football bowl events.

This will provide an average of three vehicles a week for the next year for Phillies cigar commercials. Included are 50 major league baseball games, full sponsorship of the Sugar Bowl and Senior Bowl football games next January, ten Natfonal Collegiate Athletic Assn. football games and the National Invitational Tournament collegiate basketball championship game.

Plans also call for sponsorship of special sports events as the opportunity develops. For instance, this summer, Bayuk assumed part sponsorship of the Russian-Amer-

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# Here's a Fishy Contest Prize— a Swimming Pool

GREAT FALLS, MONT., Aug. 19—A local woman is suing the promoters of a television contest for $6,000 because she was awarded a fish bowl instead of a swimming pool for correctly identifying a "mystery man."

A breach of contract action was filed Aug. 7 in district court against William J. Pearce Jr. and Gaynor H. Manning, operators of a furniture store.

■ The plaintiff claims she won the contest advertised by the store over a local television station in which the winner was to receive a new swimming pool.

The defendants, the complaint states, presented the plaintiff with a 5", 69¢ fish bowl and told her fish could swim in it.

Damages of $6,000 with interest at 6% a year after May 2, the day the contest was advertised, and court costs are sought. #

## *Sheep Council Exec Raps Farm Bureau on Ad Fund Referendum*

SAN FRANCISCO, Aug. 19—A national hassle over lamb and wool advertising emerged from a meeting of sheep industry leaders held here at the Sheraton-Palace Hotel.

Harold Josendal, Casper, Wyo., director of the American Sheep Producers Council, urged a "yes" vote by sheep owners on a referendum to permit continuance of the ad campaign, which has averaged $2,500,000 annually since 1954.

The American Farm Bureau Federation recently urged a "no" vote on the referendum, which was ordered by the U.S. Department of Agriculture to determine whether

(Continued on Page 30)

## *U.S. Economy Cars Will Appeal to Buyers of Standard-Size Cars, 'U.S. News' Reports*

WASHINGTON, Aug. 19—As they prepare to take the wraps off of their new economy cars, executives of the auto industry's Big Three are being told that they are likely to find their best sales prospects among the same kinds of people who have previously provided the major market for standard-size cars.

An analysis of this situation has been offered at private meetings with industry executives and admen by the market research division of *U.S. News & World Report*, which has completed a study of the people who have been buying existing U.S. economy cars—the Studebaker Lark and Rambler American.

■ Far from opening vast new markets in the lower income groups, the report shows four out of five Larks and Americans were sold to families with incomes over $5,000—exactly the same result which earlier *U.S. News* studies found for Fords, Chevrolets and Plymouths. In fact, the study showed that the median income of Lark and American purchasers was $7,400, which is $300 higher than the median for the low-price three.

In addition, the study shows that just about half of the Lark and Rambler families were in the "over $7,500" income groups, a shade higher than the "low priced" three, and slightly more than one out of four Lark and American sales were to the "over $10,000" income level, once again a performance which almost exactly matches the results which *U.S. News* has obtained in previous studies of Ford, Chevrolet and Plymouth.

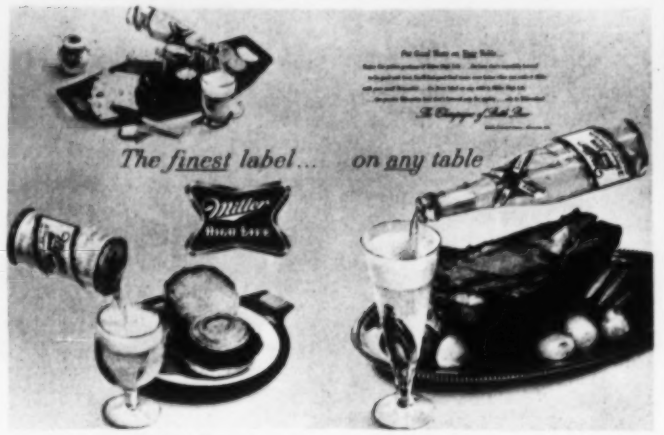
■ Lark and American tended to attract a bigger percentage of college-educated buyers than Ford, Chevrolet and Plymouth. But in terms of such characteristics as marital status, age, percentage with children and number of children, the purchasers of U.S. economy models were hardly distinguishable from people who have been buying low-price standard cars

"From this research," says John Sweet, publishing director of *U.S. News*, "it looks to us as if the new economy cars will be sold largely to the same kinds of people that standard cars have been sold to.

"We have no idea how many cars will be sold next year, but the introduction of the economy car will make the auto market

(Continued on Page 64)

JOHN P. KAUFFMAN, *until recently vp of marketing and merchandising of Revlon Inc. (AA, June 8), has been named a vp of the Bureau of Advertising, American Newspaper Publishers Assn., New York. He will be in charge of all departments except the creative department, which is headed by Edward A. Falasca, creative vp.*




FINEST LABEL—*Miller Brewing Co. will feature the package design of Miller High Life bottles in color spreads appearing in The Saturday Evening Post (Sept. 12), Look (Oct. 13) and McCall's (October). All-type ads also will run in Ebony, Holiday, The New Yorker, Newsweek and the Post plus page ads in the September and October Coronet. Mathisson & Associates, Milwaukee, is the agency.*

# East (U.S.) and West (U.S.) Don't See Eye-to-Eye in 'Newsweek's' Study

### South and Midwest Are Stable and Realistic, Continuing Study Reveals

NEW YORK, Aug. 18—A study of consumer attitudes and buying plans shows the East to be "pessimistic and stable"; the West to be "buoyant and mercurial"; the South to be "optimistic and stable," and the Midwest to be "realistic but consistently growing in optimism."

These sectional characterizations emerge in the continuing "*Newsweek* Study of Consumer Buying Plans," conducted by the National Industrial Conference Board and based on data gathered by Sindlinger & Co. The study covers the second half of 1958 and the first half of 1959.

■ "If these 'personality' profiles truly express consumer attitudes in these regions and if these in turn are closely related to buying plans," adds the study, "then we should expect the following pattern:

"The East—Relatively few plans per household with relatively little change from one period to the next.

"The West—A relatively high level of buying plans, but altering sharply from one quarter to the next.

"The South—A relatively high and stable level of buying plans.

"The Middle West—Buying plans advancing sharply from one period to the next."

■ Some specific buying plans:

• Plans to purchase autos within six months increased more than 25% for the country as a whole between the third quarter of 1958 and the second of 1959. The region with the greatest gain in buying plans for new cars was the Midwest—6%.

• In every region but the South, plans to buy new homes within six months were higher in the second quarter of 1959 than in the third quarter of 1958. In the West, plans to buy new homes advanced steadily throughout the year and in the second quarter of 1959 they were almost 50% higher than in the fourth quarter of 1958.

• The West was outstanding for plans to buy a new house or an old one or either. Next to the West, the greatest increase in buying plans for all homes took place in the Midwest.

• The Midwest had more plans for home improvements (repairs, remodeling, redecorating, etc., costing $50 or more) than the West in the second quarter of 1959. Both regions were above the national average.

• On a national basis, plans to buy within six months were higher this spring than in the summer of 1958 for air conditioners, dishwashers, ranges (gas or electric) and refrigerators. Buying plans fell off in the same period for dryers, freezers, refrigerators, tv sets and vacuum cleaners. ("Some of these changes," it was said, "undoubtedly reflected seasonal buying patterns.")

■ *Newsweek* said, "The data on which the analysis is based came from interviews with a randomly selected sample of households throughout the country. Each week over 1,000 interviews are conducted over the telephone by Sindlinger & Co. The male head of the household or the first woman of the household, normally the wife of the head, is interviewed." For this report, data was taken from three months of interviewing. #

# Hobby Industry Aims 70% of Promotion Dollars at Consumer

PHILADELPHIA, Aug. 19—More than 70% of manufacturers' advertising and promotion dollars in the hobby industry are aimed at the consumer, according to William L. MacMillan, executive director of the Hobby Industry Assn. of America.

Announcing the results of a survey conducted for the association, Mr. MacMillan noted that with leisure time and leisure spending increasing, the trend toward more consumer advertising will probably continue.

He said the breakdown of the manufacturer's advertising dollar showed that consumer media got 36%, point of sale material was second with 25%, trade media garnered 16%, direct mail accounted for 10% and trade show promotions got 5%.

The study also showed that 82% of the manufacturers' sales volume is with jobbers and wholesalers; chain stores account for 11% and supermarkets, department stores and independents provide 7%. #

### *DDB Elects McKinney VP*

Doyle Dane Bernbach Inc., Los Angeles, has elected Montgomery N. McKinney a vp. Mr. McKinney, who joined the agency in 1957, is in charge of client service in Los Angeles.

# Laundry Institute PR Push Seeks Feminine Image

### Woo Wives with Words Like 'Hand Pressed' and 'Fluff Fold,' Members Told

JOLIET, ILL., Aug. 18— The nation's commercial laundry industry has undertaken a pr campaign to change its image in the eyes of the American housewife.

Convinced that women see laundries as something coarse, mechanical, impersonal and rough—in a word, masculine—the industry wants to acquire the image of something fine, artistic, personal and gentle—in another word, feminine.

The promoter of this campaign is the American Institute of Laundering, headquartered here, whose member laundries constitute a major segment of the commercial laundry industry.

The institute is perhaps best known for the "certified launderable" seal it awards to clothing manufacturers whose products pass the institute's washability test. (Until recently the seal said "certified washable" but wash-and-wear products forced a broadening of the term.)

■ Until a few years ago the institute carried on a modest advertising program, aimed mainly at promoting the importance of the seal to clothing manufacturers and to consumers (AA, Oct. 1, '56). Persuaded now that its ad budget was too small to do the kind of

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# David Ratke Arrested for False Advertising

### Jury Also Arraigns Two Associates on Promotion of 'Wonder' Products

NEW YORK, Aug. 18—David L. Ratke, agency man who has been involved in repeated scrapes with the Federal Trade Commission and better business bureaus, was arrested here today on charges of false advertising.

Arraigned with him in special sessions court were two associates, Monroe Caine and Herman Liebenson, both listed as employes of Parker Advertising, a New York agency owned by Mr. Ratke.

A New York County grand jury named them in criminal informations regarding the promotion of three products:

1. A "miracle" pocket-size radio selling for $4.95 that "would work forever without batteries or tubes."

2. A skin food, Livigen, billed as "a remarkable skin food that restores youthful beauty to aged faces."

3. A battery additive, Voltex, supposed to make batteries last forever.

■ Announcing the three arrests, District Attorney Frank Hogan said the small radio was actually an old-fashioned crystal set which got "weak reception from a strong local station"; Livigen was nothing but a "cheap cold cream," and Voltex was mainly Epsom salts.

Mr. Hogan also revealed that various Ratke enterprises have

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# 'Woman's Day' to Carry Seven-Way Spiegel Ad Test

CHICAGO, Aug. 19—Spiegel Inc., mail order company, will use all four editions of the September *Woman's Day* to test seven different ad copy and layout treatments.

All of the ads will invite readers to open an account with Spiegel and get a Spiegel catalog free. The ads will feature coupons that are actually credit applications for an account.

*Woman's Day's* Atlantic edition will carry a page ad, half the copies carrying one treatment and the other half another for a straight comparison. The New England edition will carry a page ad, half the copies carrying one treatment and the other half another for a straight comparison. The New England edition will carry a two-color page insert printed on both sides, also split run for two copy treatments.

■ The central states edition will carry an insert with a gate-fold that is a detachable self-mailer, also run off in two versions. The central western edition will carry a b&w column with coupon without any split in the run.

*Woman's Day*, which says it has been used for close to 200 copy tests for different advertisers, describes this test as the first of its kind and one which will make it possible to assess results, not only on copy changes but also on measured responses within geographic areas to different size coupons, detachable coupons, the impact of color and of different size space units.

Grey Advertising, New York, is Spiegel's agency. #

### 'N.Y. Times' Names Ratliff in L.A., Hughes in S.F.

Claude F. Ratliff Jr., formerly with Sawyer-Ferguson-Walker Co., has been named manager of the new Los Angeles office of the *New York Times*. The Los Angeles operation, in the General Petroleum Bldg., will serve Southern California, Arizona, New Mexico and Las Vegas. At the same time, W. George L. Hughes, formerly manager of *McCall's* San Francisco office, has been named manager of the *Times'* new San Francisco office, effective Sept. 1. The office, at 417 Montgomery St., will handle ten western states and Vancouver, B. C.

The *Times* also has named John J. Marley manager of a new office in Toronto *(see story on Page 38)*.

SWEEPSTAKES—*Mennen Co. will promote men's toiletries via a $20,000,000 "Lucky Shaver" sweepstakes in this b&w page running in October in Life, The Saturday Evening Post and This Week Magazine. Grey Advertising is the agency.*

THIS WE BELIEVE—*Spector Freight System's philosophy about its employes is the subject of this color spread to run this fall in transportation trade publications. The original painting is by James Axelrod.*

## Spector Freight's 'Life's Wonderful' Credo Sparks Fall Campaign in Trade Publications

CHICAGO, Aug. 19—Spector Freight System Inc., a Chicago-based motor freight carrier, has a rather happy outlook on life and business and is going into trade publications with color spreads this fall to say so.

The company, which last year built a pr program around the theme, "Life's wonderful and so is business," has expanded that theme to a full credo of company philosophy about its customers, its employes and the community in general.

Each of the three parts of the credo is to be the subject of a separate color spread and each will be accompanied by a painting designed to illustrate the point in the credo.

■ The ads will run in transportation trade journals every other month, alternating with two-color pages stressing Spector's less-than-truck-load service, which the company regards as its specialty.

The year-long ad campaign, to cost about $400,000, also will include newspapers, outdoor spectaculars, spot radio and direct mail in certain key markets. Areas slated for the special attention are St. Paul-Minneapolis, Kansas City, Topeka, Rockford, Peoria, Cleveland, Toledo, Milwaukee, Baltimore, Boston-Providence-Springfield, Worcester-Bridgeport-New Britain, Albany, Indianapolis, Philadelphia, Chicago and New York.

Spector's credo, which begins, "We, the men and women of Spector Freight System, believe that . . .," includes these three points:

• "Life's wonderful because we share our working hours with good people . . . for a company devoted to the well-being of each of us and our families.

• "Life's wonderful because we serve our customers in an atmosphere of mutual confidence and friendship. It's a trust we appreciate and value. .

• "Life's wonderful because we are privileged, as citizens, as neighbors and in our daily work, to contribute to a better way of life for all Americans."

Garfield-Linn & Co., Chicago, is Spector's agency. #

### Levine Is Assistant A. E.

Sheldon Levine, who joined Doyle Dane Bernbach Inc., New York, from Federal Liquors Ltd., Boston (AA, Aug. 17), has been named assistant account executive on Ancient Age bourbon and other Schenley products. Originally, it was reported he would be account executive; that post continues to be filled by Doyle Dane's Jack Lane.

### Vermette Names Arends

Vermette Machine Co., Hammond, Ind., has appointed Donald L. Arends Advertising Agency, La Grange, Ill., to handle its advertising. The account has been billing $10,000.

### Bowen Shifts to Powell

Bowen Inc., Pasadena, has appointed Powell, Schoenbrod & Hall to handle its advertising. McNeill & McCleery, Los Angeles, is the previous agency.

*Radio Study . . .*

## Women Tell JWT What They Like, How They Listen

CHICAGO, Aug. 18—A new study on radio listening—this one concerning housewives—has been released by J. Walter Thompson Co. (AA, Aug. 17). The results bear out earlier studies in many matters, but also provide much new data on radio listening habits.

The 2,749 members of Thompson's Family Advisory Staff, in addition to filling out the questionnaire, were given room for other comments, and about 44% of the women commented that radio advertisements are too long. A little over 18% termed the ads "boring" or "silly."

Other comments on commercials included 10% who thought they were enjoyable, 8% who said they were informative, and another 8% who felt "we have to have them."

Older women tended to be more patient about the length of the commercials, but they were the ones who thought they were "boring" or "silly." Younger women

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JOHN M. ROLFE, *vp and member of the creative staff of Foote, Coné & Belding, Chicago, for the past 17 years, has been named creative director of FC&B's San Francisco office. Martin Koehring, vp who has been creative director of both the West Coast offices, now will devote full time to creative duties in Los Angeles.*

# United Airlines to Herald Introduction of New DC-8 Jets with Record Ad Push

CHICAGO, Aug. 19—United Air Lines will back the introduction of the DC-8 Jet Mainliner, the nation's newest jet transport plane, with the largest ad campaign in United's history.

The new Douglas plane, which costs $5,000,000, will make its first flight Sept. 18. On that date, United will inaugurate non-stop service between New York and San Francisco. The airline has ordered 40 of the DC-8s.

Special four-page, full-color rotos to sections, which have already been printed, will run in an undisclosed number of newspapers throughout the U.S. United said it was the first airline to use such color sections.

■ The airline also will run b&w page ads during September and October in dailies and community newspapers in Los Angeles, Chicago, New York and San Francisco. Radio and tv spots also will run in the same cities.

Starting this month and continuing in fall and winter issues, four-page color ads for the DC-8s will run in *Newsweek, Sunset Magazine, The New Yorker, Time* and *U.S. News & World Report*, and two-page color ads in *Holiday, Look* and *The Saturday Evening Post*.

Ads of from one to four pages are scheduled for 35 trade and business publications. Six-hundred-line announcements and 300-line follow-up ads will appear in *Ashai Evening News, Japan Times, The Mainichi*, the European edition of the *New York Herald Tribune* and the international air edition of the *New York Times*.

Outdoor showings, using 30-sheet posters, are planned for Los Angeles, San Francisco, Oakland, Chicago and New York. N. W. Ayer & Son, Chicago, is the agency.

■ Much of the copy in the ads is

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## Vive la French! Shop's New Owners Freeze 'Stable' Name

ST. LOUIS, Aug. 19—There is no such agency in St. Louis as Bayer, Prell, Stockton & Etling—euphonious as it may sound.

This is really news, because the trend to changing agency names to reflect new stockholders would lead one to expect such a name change announcement along about now from the shop that has been known as French & Shields.

But no. The new name announced this week is French Advertising Inc.—and Oakleigh R. French not only doesn't work there any more, but neither he nor any member of his family now has any stock in the agency.

■ How come? Stability and continuity, says Kenneth J. Bayer, president of the agency, who shares majority ownership with Arthur E. Prell, exec vp; Richard B. Stockton, vp and account supervisor, and Melvon C. Etling, secretary-treasurer.

Kenneth Bayer

"How can the agency business hope to reflect stability," Mr. Bayer asks, "if we change corporate names at the slightest shift in ownership? We have decided to call ourselves simply French Advertising Inc. because this has the advantage of maintaining continuity with the agency's original name, Oakleigh R. French & Associates. The name French has been a respected one in St. Louis and national advertising circles for 27 years.

"Neither Art Prell, Rich Stockton, Mel Etling nor I has any burning desire to have his name on the door just for the sake of so-called individual recognition," says Mr. Bayer.

"Furthermore," he adds, "the present majority stockholders hope to broaden the ownership base beyond the seven employes who now own stock. There may be others who will own as much stock as any of the four of us, and what would we do when that happens? Change names again?"

■ The French name, thus apparently to be perpetuated, started out here in 1931 when Mr. French formed Oakleigh R. French & Associates. The first name change occurred in 1957 when George H. Shields III became president of the agency and Mr. French moved up to board chairman. The name was then changed to French & Shields.

A year later, however, in August, 1958, Mr. French, who had been managing director of the National Advertising Agency Network for many years and had just assumed new NAAN duties as executive secretary of the net-

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# Pennsylvania Law Sets Heavy Fines for Sunday Selling

HARRISBURG, PA., Aug. 19—Gov. David Lawrence has signed into law new restrictions on Sunday retail sales and tough fines to enforce them.

It goes into effect Sunday, Sept. 13. The new penalties will be $100 for the first offense and $200 for subsequent offenses within a year. The old fine was $4.

The legislature passed the measure after extended debate involving constitutionality of the law and an attack on it as a curb of religious freedom.

One lawmaker had said the measure was a victory of downtown department stores in competition with suburban discount houses that stayed open on Sundays.

The new law prohibits the retail sale on Sunday of clothing and wearing apparel, clothing accessories, furniture, housewares, home, business or office furnishings, household, business or office appliances, hardware, tools, paints, building and lumber supply materials, jewelry, silverware, watches, clocks and luggage, musical instruments and recordings or toys, except novelties and souvenirs.

Each sale of a banned item constitutes a separate offense.

■ The old fine of $4 still applies to prosecutions for "worldly activities" on a Sunday under the 1794 blue laws.

There is nothing under the new law to prevent on-sight convictions for Sunday activities as was recently done in Bucks County by justice of the peace Earl Dougherty.

The state supreme court has ordered him to stop such prosecutions temporarily. The senate has a bill to bar permanently this type of action. #

# Hills Bros. Brews Record Coupon Push for Chicago

CHICAGO, Aug. 20—Hills Bros. Coffee Inc., San Francisco, will saturate this market starting next week with what it describes as the "largest coffee coupon mailing in Chicago history."

In an effort to retain its position as the largest selling regular coffee here and to regain some of its share of market lost to J. A. Folger & Co., Hills Bros. will mail more than 2,153,000 coupons to every household in the 16 counties which make up this metropolitan area.

T. C. Wilson, vp and director of advertising, told ADVERTISING AGE that the promotion will be a 100% mailing and is the biggest direct mail couponing in Hills Bros.' history. The coupons will offer coffee drinkers 25¢ off on the purchase of 1-lb. or 2-lb. cans of regular Hills Bros. coffee.

■ The mailing will be backed with color page ads in 16 newspapers plus 35 spots weekly for two weeks on five or six radio stations. Half of the coupons will be mailed next week and the other half the following week. N. W. Ayer & Son, San Francisco, is the agency.

Folger, which invaded the Chicago market last March (AA, March 16), now has between 10% and 15% of the market, according to a recent coffee buying survey (AA, Aug. 10). The same survey disclosed that the Hills Bros. share of market had dropped from 25% in March to about 16% as of the end of June, the latest figures available, and that Hills Bros. had slid to second position behind Maxwell House. #

### *Mutual Appoints Five*

Mutual Broadcasting System, New York, has strengthened its sales force with the addition of four new salesmen and the appointment of a director of sales administration. Named to the new post of sales administration head is Eugene H. Alnwick, who has been on the network's sales staff since September, 1957. The four newcomers to the sales staff are Roger O'Connor, formerly with WCAE, Pittsburgh; Richard G. Koenig, previously with Peters, Griffin, Woodward; Paul T. Murray, previously with Daren F. McGavren Co., and Douglas Brown, formerly with Headley-Reed Co.

### *Ekco Buys Berkeley*

Ekco Products Co., Chicago, has purchased Berkeley Industries, Jersey City closet accessories manufacturer. The new Ekco division will continue operating at its present Jersey City location.

# Highlights of This Week's Issue

**Radio Corp. of America** moves the $12,000,000 portion of its account, which has been with Kenyon & Eckhardt, back to J. Walter Thompson Co., which had the account previously. In the shuffle, Kudner Agency picks up the $3,000,000 Sylvania account which JWT has been handling ..... **Page 1**

**General Mills** tells stockholders it spent $33,260,000 on advertising in fiscal 1958-59 ended May 31, a record budget, topping last year's budget by 30%. GM also announces its entry into consumer products field overseas with purchase of a cake mixes and corn flakes maker in England ..... **Page 1**

**Ford Motor Co.** leads list of 50 top spot radio advertisers in the first half of 1959 in list released by the Radio Advertising Bureau ..... **Page 1**

**Bayuk Cigars Inc.**, Philadelphia, to spend up to $7,000,000 in an expanded version of its current saturation tv advertising campaign ..... **Page 2**

**U. S. News & World Report** study shows the new U. S. economy cars will appeal to buyers of standard-size cars ..... **Page 2**

**Newsweek Study of Consumer Buying Plans**, conducted by the National Industrial Conference Board, reveals East, West, South and North sections of the U. S. differ in consumer attitudes and buying plans ..... **Page 2**

**National commercial laundry industry** launches campaign to change its image to a feminine one in the eyes of the housewife ..... **Page 2**

**David L. Ratke** and associates are arrested in New York on charges of false advertising on three products ..... **Page 2**

**Spiegel Inc.**, mail order company, will use all four editions of the September Woman's Day to test seven different ad copy and layout treatments ..... **Page 3**

**J. Walter Thompson Co.'s** radio listening survey reports 44% of housewives interviewed think radio advertisements are too long ..... **Page 3**

**United Air Lines** to introduce its new DC-8 Jet Mainliner with largest ad campaign in its history ..... **Page 3**

**Pennsylvania Gov. David Lawrence** signs into law new restrictions on Sunday retail sales and tough fines to enforce them ..... **Page 3**

**Spector Freight System Inc.**, Chicago, to emphasize "life's wonderful" in fall campaign ..... **Page 3**

**Sonotone Corp.**, Elmsford, N. Y., contends that a Federal Trade Commission move to curtail ads for its hearing aids would be "unrealistic" and a "disservice to the public." ..... **Page 21**

**E. B. Weiss** discusses one-stop shopping trend and specialty store concept ..... **Page 72**

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**How Economy Car Buyers Trade** ..... **Page 64**
**Top 50 Spot Radio Advertisers** ..... **Page 86**
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Another thriller-diller from WJRT—

*"Did I goof, Chief?"*

*"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."*

**Whooosh!** On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

**WJRT**

CHANNEL 12 FLINT

ABC Primary Affiliate

*Represented by* **HARRINGTON, RIGHTER & PARSONS, INC.**

*New York • Chicago • Detroit • Boston • San Francisco • Atlanta*

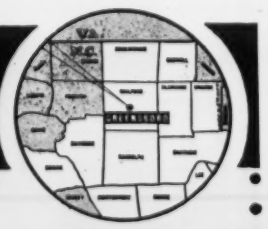
**"This is the size we use in the Growing Greensboro Market!"**

Set off a chain reaction! End up with carloads of sales by cashing in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro Market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

*Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!*

Sales Management Figures

*Greensboro News and Record*



GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

*A message to advertisers about THIS WEEK Magazine:*

"THIS WEEK Magazine-advertised products are the backbone of our business, largely because of the public's familiarity with them through the pages of such wonderful selling media as THIS WEEK. Its sales prestige is something which we retailers hold in the highest esteem."

J. Earl Garrett
President, Mayfair Markets, Los Angeles, Calif.
(89 stores. $117,016,405 annual volume)

*To Move Goods Fastest...Buy The Big One* **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

*This Week in Washington . . .*

# Make Sure Mardi Gras Fling Has Ad Angle for Tax Relief, Tax Court Warns

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 20—Here's a tip from the tax court: If you plan to participate in the New Orleans Mardi Gras and charge it off as advertising, be sure there is something in it for your company.

The issue arose recently when Lucien W. Rolland, owner of Rolland Safe & Lock Co., New Orleans, was trying to justify the deduction of $16,000 in Mardi Gras expenses which he incurred in a three-year period—1953-55.

About $12,000 of the total resulted from membership in several of the carnival organizations which whip it up at Mardi Gras time, while the remainder represented the expense of maintaining four parade horses, which he made available for Mardi Gras and other festival activities.

■ In a decision this week, the tax court took a dim view of his claim. "Proof is required that the purpose of the expenditures was primarily business rather than social or personal," the decision said. "We have heretofore held that the mere fact that membership in social and other organizations is helpful in providing contacts and obtaining clients is not sufficient to justify deduction of expenses."

To the extent that membership in carnival organizations enabled Mr. Rolland to provide prospective customers with invitations to exclusive carnival balls, some business benefit might accrue, the court conceded. Lacking any real basis for estimating what is reasonable and necessary, the court fell back on its own "best judgment," and decided that $1,550 could be justified.

As to the parade horses, the judges said none of the people watching the Mardi Gras had any way of knowing who owned them. All their expenses—feed, vet fees, stable rent and shoeing—were disallowed, so far as the tax return of the Rolland Safe & Lock Co. was concerned.

**TV Sports Ban Bill Rushed**

*A late rush was shaping up in the Senate this week to jam through some kind of legislation pinning down the right of professional sports organizations to agree on tv blackouts.*

*A far-reaching bill by Sen. Kenneth Keating (R., N. Y.) gives blackout privileges to four sports—baseball, football, basketball and hockey. By contrast, Sen. Estes Kefauver (D., Tenn.) heads a group which wants to give blackout and other anti-trust exemption rights to football, basketball and hockey, and leave baseball as it is.*

*Sen. Kefauver says baseball already has anti-trust exemption so far as team management problems are concerned, and that other sports need this. On the other hand, the Kefauver group hasn't been able to satisfy itself on the reasonableness of a 75-mile blackout zone for baseball.*

*Because other sports involve relatively few teams, the blackouts would touch only a small part of the country at a time. But it is contended that baseball has so many minor league teams, that the 75-mile protected zone might have the effect of taking baseball off tv entirely.*

*Even if the bill gets by the Senate, there probably won't be time for it to clear the House this year. The House committee on interstate and foreign commerce reportedly plans hearings early next month, and may not have time to finish.*

**Rider Alarms Outdoor Foes**

Garden clubs and other organizations interested in curbing billboards along the new federal interstate highway system have hoisted warning signals that the outdoor advertising industry may try to put through a rider in the final hours of the session ramming a hole in the anti-billboard law which Congress adopted last year.

Their spotlight is focused on H. R. 4886, a bill dealing with costs and estimates of the highway program. As approved in the House public roads committee several weeks ago, and forwarded for further consideration to the House ways and means committee, it also contains a section specifying that the federal billboard restriction will not apply to the sections of the interstate system which are in municipalities, or other areas zoned as commercial and industrial.

■ Outdoor industry spokesmen in Congress contend that the provision makes sense because billboards on these portions of the highway will be regulated under local zoning rules, and the federal government will be released from the obligation to pay the one-half of 1% billboard control "bonus" on these costly portions of the highways. Garden club people reply that the exemption defeats one of the chief purposes of the control law—safety. "It is a vital part of the federal standards," they say, "that approaches to interchanges be free of confusing and conflicting signs competing with official signs. Since many interchanges will be within municipalities, approaches to them will be death traps under uncontrolled conditions."

**Postal Aid for Publishers**

*Sen. Joseph Clark (D., Pa.) this week joined the ranks of congressmen who are looking for a second class postage rate which lets small publishers live, without showering huge "subsidies" on big publishers. To achieve this his bill (S. 2536) orders the Post Office to find out the actual cost of handling magazines, and then provides that no publication is to receive more than $100,000 a year in subsidies.*

*He says existing low rates on mass circulation magazines are unfair to operators of street-corner and drugstore newsstands. "Mail subsidies have permitted the large magazines to deliver their publications through the postal service at such low rates that they have been able to cut the price of mail subscriptions far below newsstand prices," he complains. "The result is that newsstand sales of these magazines have fallen off drastically in recent years."*

**Trading Stamps for Capital?**

Since it functions as the municipal council of the District of Columbia, Congress may soon be called on to put itself on record so far as trading stamps are concerned.

As it stands now, trading stamps are illegal in Washington under a law passed in 1871 which prohibits "gift enterprises." Local merchants squirm because the big shopping centers in the Maryland and Virginia suburbs lure customers by charging the same prices and giving stamps, too.

Rep. John Dowdy (D., Tex.) has come to the rescue of the belabored business men with a bill permitting gifts when their "award does not depend upon chance, lot or gaming." #

# Adman's best friend...

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

**The Hi-Frequency medium!**

**29 million times each issue, someone turns to your ad page in the Post. That's HI-FREQUENCY Ad Page Exposure (APX)!**

*Only Dissatisfied Consumers . . .*

# 'Hardly Any Such Thing as Brand Loyalty,' BBDO's Brower Charges

HANSON, MASS., Aug. 19—Advertisers must keep punching with new ideas to keep up with the constant change in consumer tastes and markets if they wish to survive and prosper in the booming '60s, Charles H. Brower, president of Batten, Barton, Durstine & Osborn, said today.

In a talk before the National Cranberry Assn. here, Mr. Brower warned, "A wise advertiser will remember that there is hardly any such thing as brand loyalty. If the consumer buys Ivory soap for 20 years, it isn't because she is loyal to Mr. Procter and Mr. Gamble. She just hasn't found anything else she likes better. And the minute she does—bingo.

■ "There really is no such thing as a satisfied customer. There are only dissatisfied customers, ready at any minute to desert any product for something that they believe to be a tiny bit better.

"This would be a black picture indeed," Mr. Brower continued, "had not so many advertisers won such rich rewards by solving the puzzle. The solution—for either products or advertising campaigns—is an idea.

"Band-Aids in colors and shapes, coffee made right in the cup, clothes that drip dry, deodorants that roll on. I even heard of a dehydrated cat food called Instant Mouse. Maybe it isn't made, but it is an idea."

Mr. Brower said that ideas are only part of successful marketing operations. Advertisers must be ready to change in the face of changing markets and changing competition. He suggested that advertising—particularly food advertising—must change, too.

■ "Each year it takes more advertising—and brighter advertising—to get results from this changing market. As I look around at food advertising, I can't believe that it is all being spent right.

"The last time I made a count, almost a third of all food advertising in newspapers was gimmick advertising—price-offs, two-for-one's, premiums, money by return mail, etc."

Mr. Brower said that in the "war" with private labels, food advertisers who spend too much on gimmick advertising "lowers their defense" against the onslaught of private brands.

"Money spent in this way must come away from your brand image budget," he said. "It reduces your quality communications with the consumer and lowers your defenses against the onslaught of private brands.

"Remember that if the private brand matches your quality and cuts your price—the only reason a customer will buy your product is because she knows you better and trusts you more." #

## Bourbon Institute to Launch 3-Media Push in 37 Markets

NEW YORK, Aug. 20—During the last week in August in Chicago, the Bourbon Institute will launch a coordinated advertising, merchandising and publicity campaign to cover 37 markets, and designed to make consumers more bourbon conscious.

Metropolitan daily newspapers will be used in the 37 metropolitan market areas, plus pages in *Life* and *Look*, backed up by direct mail broadsides to 15,000 retailers and concentrated publicity and promotion efforts on a local level in each market city.

McCann-Erickson is handling the advertising, and Communications Counselors, its subsidiary, is handling publicity.

■ In addition to its own efforts, the institute is inviting the help of all bourbon brands to support the institute's campaign with individual advertising in local newspapers. This marks the first time the institute has launched a sales promotion program at the retail level on a national scale.

The opening campaign will begin in Chicago. About 300 retail outlets in that area will display bourbon promotional material in support of the newspaper ads. Adm. William J. Marshall, president of the institute, will visit Chicago to launch bourbon month officially. He will also visit other cities during the period of the sales drive.

"In the ten months since its inception" (AA, Oct. 13, '58), Adm. Marshall said, "the Bourbon Institute has been preparing to launch just such a full-scale sales-aid program as this. While we have been advertising and promoting bourbon on an institutional basis, we have also been conducting necessary research and laying the groundwork which would enable us to launch a hard-hitting drive on behalf of bourbon such as this." #

### *Wisconsin Legislature Acts on Advertising Bills*

Wisconsin's Gov. Gaylord Nelson has signed a bill requiring automobile dealers to close on Sundays—or Saturdays if the dealer observes that day as the Sabbath. Also passed by the state legislature and sent to the governor was a measure to legalize the present practice of department stores charging 1½% per month as interest or carrying charges on revolving credit accounts. The bill required merchants to state credit terms plainly and provides penalties for violations.

The legislature also restored the annual $103,000 conservation advertising appropriation to the state budget, and agreed on a bill forbidding the advertising of any item as being free of charge if another item has to be bought to get it. Failing passage were measures outlawing trading stamps, setting a special tax on chain stores and allowing the advertising of eyeglass prices

JAIME J. GARZON, *formerly with McCann-Erickson's international division, has been appointed director of the international division of Monroe F. Dreher Inc., New York agency expanding internationally in concert with its longtime client, Avon Products.*

EASY WAY TO HAVE A BACKYARD BANQUET!
So Light... So Right
FOR OUTDOOR EATING
Van Camp's PORK BEANS
Pork & Beans
MOST DIGESTIBLE!
BANQUETS ARE FUN FOR EVERYONE

BEANS AND CHIPS—*This joint color ad for Stokely-Van Camp and New Era will run Sept. 2 in the Chicago Tribune. Agencies are Lennen & Newell (Stokely-Van Camp) and Otto & Abbs Advertising (New Era).*

## *Dell and AMA Books, 'Digest' Units, 'Time' Increase Rates*

NEW YORK, Aug. 20—*Today's Health*, *Time*, four international editions of the *Reader's Digest* and *Modern Screen* this week all issued new rate cards which will increase advertising rates and circulation guarantees.

**Modern Screen,** effective with its January issue, will increase its circulation guarantee from 1,100,000 to 1,250,000 and will boost its ad rate from $3,190 to $3,625 per b&w page. At the same time Dell Publishing Co. has increased circulation and rate for its Dell Modern Group (*Modern Screen*, *Modern Romances* and *Screen Stories*) from 2,600,000 to 2,750,000, based on the *Modern Screen* increase. Rates for Dell Modern Group will go from $6,400 to $6,770 per b&w page. Rates and guarantees for *Modern Romances* and *Screen Stories* are unchanged.

■ **Reader's Digest** will increase ad rates and circulation bases for its German, New Zealand and two Canadian editions, effective in January. The two Canadian editions (one in English and one in French) will offer a combined circulation of 1,000,000 (first ABC-audited magazine to reach this mark in Canada) and a b&w page rate of $3,915. The German edition will move up to 900,000 circulation and a b&w page rate of $1,785. The New Zealand edition will increase circulation base to 75,000 and page rate to $185.

**Today's Health,** published by the American Medical Assn., effective October, 1959, will increase its circulation from 425,000 to 600,000. At the same time, its b&w page rate will be increased from $1,600 to $2,000.

**Time,** effective with the March 7 issue, will increase circulation guarantee from 2,350,000 to 2,450,000 and will boost its rate from $12,310 to $13,225 per b&w page. #

### *Two More Plants Join OAI*

Howard M. Johnson, president of Standish-Johnson Co., Providence, R.I., and Thor Myhre, president of a group of outdoor advertising plants serving central and western Montana, have become members of Outdoor Advertising Inc., New York.

### *VanSant Boosts Braun*

Fred J. Braun has been named director of merchandising of VanSant, Dugdale & Co., Baltimore. Before joining the agency in 1958, Mr. Braun was sales promotion director of Schlitz Brewing Co.

# Ohio Law Makers Override Veto on Fair Trade Bill

COLUMBUS, O., Aug. 21—In a strong display of feeling for the smaller business, the Ohio legislature has knocked down a veto by Gov. Michael V. DiSalle and enacted into law a new fair trade bill for Ohio.

The law provides for the establishment of minimum resale prices on trademarked and tradename commodities and bans "acts of unfair competition." Under the law, the manufacturers will set minimum retail prices for their goods. The law becomes effective Oct. 22.

The bill first was passed by the Ohio house by a vote of 123 to 4. Then the senate passed it 30 to 2.

■ Gov. DiSalle, who headed the office of price stabilization in Washington under President Harry S. Truman, vetoed the bill.

The house voted to override his veto 112 to 6. The senate voted to override 30 to 3.

Legislators, many of whom themselves expressed astonishment at the lopsidedness of the votes, attributed it to the heavy pressure exerted on them through telegrams, telephone calls and personal contacts from supporters of the fair trade principle. Said one senator: "Never have I seen so much pressure to override a governor's veto."

Druggists and hardware dealers were especially active in support of the move to override the veto.

Fair trade was for 22 years the law in Ohio until it was upset by the Ohio supreme court in 1958. In that long period, it was said, no governor asked for its repeal and no public demand was heard against it. Now this latest legislative action restores the Ohio law.

■ In vetoing the bill, Gov. DiSalle said: "I do not feel that the state may properly interfere with the operation of a free economy in a free enterprise system by using its police powers to attempt to halt a practice, which although unfair, is not necessarily contrary to law in that it infringes upon the health, safety or welfare of the general public.

"Controls are justified in times of emergency. But in day-to-day operation the fact that a business practice disadvantages some and benefits others does not necessarily warrant the state's interference."

He said that if the bill attempted to outlaw such practices as "loss leader" items priced below costs to attract customers, "then I feel that there might have been a reasonable relationship between the state's obligation to protect the free enterprise system from an unfair practice and the intent of the legislation.

"But in this particular instance," Gov. DiSalle went on, "we are not necessarily attempting to eliminate loss leaders, but we are attempting to fix prices at a level established by manufacturers, not only in instances where there is a contract existing between manufacturer, distributor and retailer, but in those instances where no contractual relation exists.

■ "How many of those who urged enactment of this legislation would have done so," asked the Democratic governor, "if the purpose was to fix a maximum price instead of a minimum?"

The American College of Apothecaries, meeting last week in Cincinnati, said that Ohio's fair trade is now "here to stay." #

## *Bristol-Myers Offers 25¢ to Rockfordites for Empty Boxes*

*(Picture on Page 1)*

ROCKFORD, ILL., Aug. 20—Bristol-Myers Co., New York, is offering Rockford area residents 25¢ for empty cartons from any of ten Bristol-Myers products.

The offer, running through Sept. 30, is being promoted with 12 two-color pages in the *Rockford Morning Star* and *Register-Republic*, plus radio and television spots, display bins, store banners, shelf cards and other point of sale material.

The ads stress that the quarters can be designated to go to church, civic or community groups, and point out that bonus payments are made for clubs or organizations which send in large quantities of cartons. Both the quarters and the bonuses are, however, also payable to individuals.

■ Cartons from the following products earn 25¢ when mailed to the company's Chicago collection center: Mum, Ipana, Ban, Theraderm, Ipana Plus, Bufferin, Vitalis hair cream, Sal Hepatica, Vitalis and Trig.

The offer is limited to residents of four northern Illinois counties in the Rockford area: Winnebago, Boone, Ogle and Stephenson.

Doherty, Clifford, Steers & Shenfield, New York, is handling the campaign. #

## Three Mediators Named in Lewin, Agency Battle

NEW YORK, Aug. 20—The American Arbitration Assn. has named an adman, a lawyer and an accountant as mediators in a stock repurchase fight between A. W. Lewin and Mogul, Lewin, Williams & Saylor.

The arbitration association named Robert E. Healy, vice-chairman of the board of McCann-Erickson; Alexis V. Coudert, a lawyer, and Edward Buehler, a certified public accountant, as arbitrators in the dispute.

The stock battle is one of two hassles between Mr. Lewin, former chairman of Mogul, Lewin, Williams & Saylor, and the agency.

■ Arbitrators in another dispute between Mr. Lewin and his former agency were named last week. The mediators in this action, involving an alleged violation of an employment agreement between the two parties, were Louis Valente, former New York supreme court judge, and Maurice Mound and Julius Wikler, attorneys.

In the stock dispute, Mr. Lewin seeks to have the agency repurchase a block of stock valued at $82,566. #

### MRS. FRANCES STUBBLEFIELD

CHARLESTON, W. VA., Aug. 19—Mrs. Frances Ogden Stubblefield, 66, president of Wheeling News Publishing Co., which operates the Ogden group of 12 daily newspapers in West Virginia, died Aug. 18 after a short illness.

Mrs. Stubblefield was the eldest daughter of H. C. Ogden, founder of the newspaper chain, and was the wife of D. W. Stubblefield, former president of Belle-Alkali Co.

She had been active in Republican Party affairs in the state for 30 years, and was first elected national committeewoman in 1944, and had been reelected regularly since then.

The Ogden chain, which has its headquarters in Wheeling, publishes papers there, in Parkersburg, Fairmont, Martinsburg, Wierton, Welch, Point Pleasant, Elkins and Williamsson.

© TCP CO.

*The Lion of Judah, Haile Selassie, a recent Holiday portrait by Arnold Newman.*

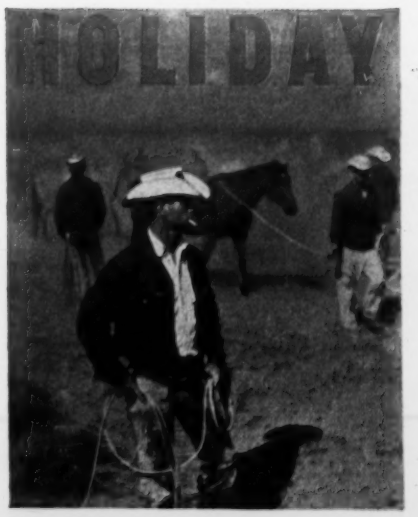
## YOU'RE IN THE LION'S DEN

Face to face, you meet Africa's resplendent monarchs and its angry men, you sample its spectacular beauty, find new meaning in its seething turmoil. Holiday commissioned a task force of eleven writers and four photographers to create an entire issue on Africa. The issue has been recognized as a classic in magazine journalism.

This is Holiday's way of exploring in depth. Not just a hurried look-in, but a thoughtful penetrating closeup seen through the eyes of brilliant authors and artists. Words and pictures work together to delight the senses, prick the imagination, challenge the mind.

Magazine journalism like this attracts a very special audience of discerning readers. They are the 900,000 affluent families who look to Holiday each month for a rewarding experience.

Any wonder, then, that more and more advertisers are enjoying rewarding results in Holiday?




***There's a rewarding new world for you in* HOLIDAY**

Advertisement

## Any Market Is as Big as Its Best Newspaper Makes It

"Any market is as big as its best newspaper makes it." This statement in the newspaper industry has come to be looked upon by many as a truism.

Using Sales Management Estimates as the base, Richmond Newspapers, Inc. have come up with some interesting market evaluations in their 1959 study of 176 Metropolitan Markets. As one of its yardsticks the newspaper is accorded as its market all counties in which it has 20% or better Family Coverage. Charleston, W. Va., shows up remarkably. Current population estimate* of Charleston's 14-county Primary Market area is 639,800.

By *Population* Charleston is ranked 60th market in the nation. By this measurement Charleston outstrips, among others, Spokane, South Bend, Akron, Wichita, Chattanooga and Worcester.

On *Total Consumer Spending Units* Charleston ranks 69th. Markets below that rating are Youngstown, Wilmington, Mobile, Chattanooga, Peoria and Evansville.

In *Total Retail Sales* Charleston ranks 77th. Among cities Charleston leads are Worcester, Tacoma, Peoria, Flint, Chattanooga and Duluth.

Charleston shows up strong in other categories and takes rank over any number of metropolitan markets with Central cities of long established 100,000-plus corporate limits populations.

If "any market is as big as its best newspaper makes it" the saying goes double in Charleston. Are you using the Charleston newspapers to sell your goods or services?

*Sales Management's 1959 Survey of Buying Power

WEST VIRGINIA'S LARGEST NEWSPAPERS COVER WEST VIRGINIA'S NO. 1 MARKET

The Charleston Gazette | Charleston Daily Mail | Sunday GAZETTE MAIL

CHARLESTON IS WEST VIRGINIA'S STATE AND INDUSTRIAL CAPITAL

PUBLISHERS: NEWSPAPER AGENCY CORP. REPS.: JOHNSON, KENT, GAVIN & SINDING, INC.

### Pelton Joins Huber Operation

Kenneth S. Pelton, for the past 30 years advertising and publicity director of Barker Bros., Los Angeles home furnishings stores chain, has resigned to join John F. Huber in the operation of his three 50-year-old publishing companies: Playgoer Inc., Huber Publications and John F. Huber Publishing Co. The three organizations publish the *Playgoer* group of theater magazines, *Hollywood Bowl, Greek Theater*, the *Symphony* magazines, and others in the cultural field.

### Stromberg-Carlson Appoints

Warren C. Dunn has been appointed manager of marketing of Stromberg-Carlson Co. in San Diego. He formerly was general sales manager of the Dresser Industries division of Southwestern Industrial Electronics, Houston. Stromberg-Carlson, with headquarters in Rochester, N. Y., is a division of General Dynamics Corp.

# Dallas Plans $600,000 Drive to Help City Grow

DALLAS, Aug. 18—This city hopes that a new three-year $600,000 advertising campaign will pull it well ahead of Houston. Goals of the campaign are to bring to Dallas more company home offices, more diversified industry, and many more jobs.

The last campaign, from 1928 to 1930, put Dallas ahead of Fort Worth, Dallas claims. It is now the second city (behind Houston) in population, but leads the state and the Southwest in many categories—as a financial center, as a clothing manufacturing center, as a distribution center for retailing, and as an airline transportation center, to mention some.

■ The project is backed by an organization called Industrial Dallas Inc., which is supported by Dallas business and industry. The campaign will be handled by Crook Advertising Agency, which plans to use national business publications, starting in the fall, to tell the "Dallas story."

"We intend that this present drive will pull Dallas well away from Houston or any other area competitor," William Crook Jr., exec vp of the agency, told a recent meeting of the Rotary Club. "The only question in our minds is how big 'Big D' will be tomorrow."

■ Mr. Crook cited figures which indicated that 100 new industrial jobs brought to Dallas would add 296 people to the population, in 112 households with 51 school children; would add $700,000 in personal incomes to the economy, $450,000 in retail sales, $360,000 in bank deposits, 107 car registrations, 70 new servicing jobs and four small retail businesses.

He said that Fort Worth officials definitely attribute their present position behind Dallas to Big D's first national advertising campaign, the one that ran from 1928 to 1930. #

### Cyanamid's Agricultural Unit Realigns Functions and Jobs

Frank H. Cappy, marketing director of American Cyanamid Co.'s agricultural division, has been assigned additional responsibilities for public relations and packaging development. The division also has named promotion managers for its three basic product categories: R. G. Tousey, phosphates and nitrogen department; E. B. Shaw, pesticides; and S. B. Bromley, animal industry products.

The new managers will be responsible for all promotion and advertising for their product lines. Dr. L. W. Groves has been named assistant promotion manager for animal industry products.

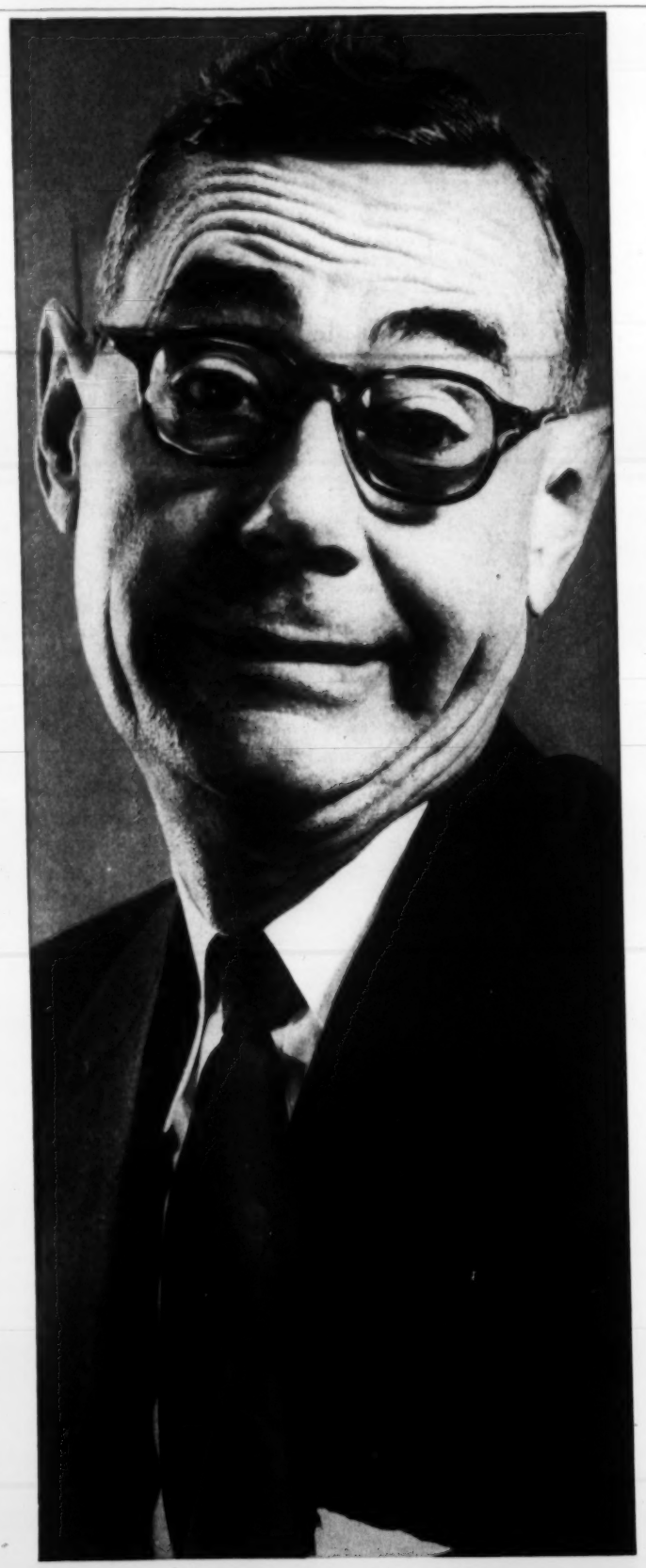
### Graves Joins Sparton Corp.

Joseph J. Graves Jr. has been appointed corporate director of advertising and public relations of Sparton Corp., Jackson, Mich. He formerly was assistant to the public relations director of Square D Co., Detroit.

### Rich Joins 'Cosmopolitan'

Ethan R. Rich Jr., formerly with Reuben H. Donnelley Corp., has joined the New York sales staff of *Cosmopolitan*.

**"Go ahead! Cut the purchasing agent off the schedule... your competitors will love it!"**



**And they would, too. Ask your own salesmen!**

It's the purchasing agent who, particularly in today's tight economy, decides what share of the orders you get... *if any at all!* And he selects the supplier in three out of four cases.

Modern purchasing is complex. Today's purchasing agent is concerned with the science of purchasing... new procedures, methods, techniques. That's why the modern purchasing agent reads the editorial and advertising pages of PURCHASING Magazine for the very latest in news and methods information.

Prove it to yourself. Ask your customers and prospects. See our new slide film, "You and the Purchasing Revolution."

PURCHASING *Magazine* ABP BPA

A CONOVER-MAST PUBLICATION

*the methods and news magazine for industrial buyers*

205 East 42nd Street, New York 17, New York

In every independent readership survey we've seen (29 to date) PURCHASING Magazine is given far and away top ranking by purchasing men.

LARGEST—*This is the first page of an eight-page ad for Armstrong Cork Co.'s resilient flooring to run in home magazines. It is the largest single ad run by Armstrong. Batten, Barton, Durstine & Osborn is the agency.*

## Families with Kids Spend 70% More: 'Parents' Magazine'

NEW YORK, Aug. 18—*Parents' Magazine* has come up with a new statistical survey listing annual expenditures of families with children as compared with spending by childless families.

The survey, based on data supplied by the Department of Commerce, lists expenditures for 14 product groups.

Of a total food expenditure of $74 billion, families with children spent $49 billion.

Of a total $3.7 billion for footwear, families with children spent $2.6 billion.

For women's and girls' clothing, families with children spent $8 billion.

■ Of a total $7 billion for men's and boys' clothing, families with children spent $4.9 billion.

Of $1.8 billion for jewelry and watches, families with children spent $1.1 billion.

In other product groups, *Parents'* said families with children spent 79% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 73% more for household utilities and 112% more for recreation.

■ In addition, families with children accounted for $8.8 billion of a total of $14.5 billion spent for automobiles. Of $10 billion spent for gasoline and oil, families with children spent $6.6 billion.

Of a total of $284 billion for personal consumption expenditures for all goods and services, *Parents' Magazine* said that families with children spent $179 billion, or 70% more than childless families.

Besides using figures supplied by the Department of Commerce, the *Parents'* study included data from the Federal Reserve Board and the University of Pennsylvania study of consumer expenditures. #

### Foy to General Petroleum

John L. Foy, for the past 10 months general manager of the *Miami News* and earlier secretary-treasurer and business manager of the newspaper, has resigned to join General Petroleum Corp., a new Florida company. Mr. Foy also has resigned as secretary and board member of Biscayne Television Corp., which owns and operates WCKT, Miami.

### K&E Names Two in Detroit, Makes Five Changes in N. Y.

Kenyon & Eckhardt, Detroit, has appointed Robert A. Niemi, formerly with N. W. Ayer & Son, and Floyd G. Sease Jr., previously with the Dallas office of Grant Advertising, account executives.

K&E, New York, has formed a new sales development and promotion division. J. Clark Mattimore, vp, will direct operations, and Paul L. Bradley has been named director of planning. K&E also has named George J. Zachary, formerly with Wightman Productions, a tv-radio programming supervisor; Carroll L. Pfeifer, previously with Fuller & Smith & Ross, a merchandising executive, and Max Glandbard, formerly with MPO Television Films, a producer. Mr. Zachary was with K&E about 11 years ago. Stuart H. Berg, formerly a project supervisor of Helene Curtis Industries, has rejoined K&E's Chicago office as a commercial producer.

TOTAL DISPLAY ADVERTISING

Again for the FIRST SIX MONTHS of 1959
LA PRESSE has published the
LARGEST VOLUME
OF ALL NEWSPAPERS IN CANADA

Also greatest linage in RETAIL and DEPARTMENT STORE Advertising

LA PRESSE
DAILY AND ROTOGRAVURE
HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Even more so
...during this great September promotion

TWO SPECIAL FULL-COLOR FOOD SECTIONS (on September 17 and 24) built editorially on the "Better Meals Mean Better Families" theme.

10-DAY ADVANCE PROMOTION AD BUILD-UP!

GIANT FOLLOW-UP PROMOTION ADS!

DID YOU KNOW:

- The Cincinnati Enquirer's weekly "food package" included 32 big, full-color food sections in 1958—a record schedule that continues at the same spectacular pace in 1959.
- The big Enquirer Thursday Food Section is consulted by 97%* of women who read The Enquirer.
- Thursday morning target time gives your ad a whole extra working day, each week.
- The Enquirer reaches the solid market-that-matters in rich, 19-county, 3-state area with a 90% home-delivered circulation.
- The Cincinnati Enquirer had the biggest general food linage gain of any leading newspaper in U.S.A. in 1958.

For Top Ten Brands Survey facts
—write or wire The Enquirer's Advertising Department. Represented by Moloney, Regan & Schmitt, Inc.

*Source: Publication Research Service, April 2, 1959

SOLID CINCINNATI reads the Cincinnati Enquirer for food news and ads.

# ORB

# WRCA-TV'S NEW ROTATION PLAN WITH A GUARANTEED RETURN

WRCA-TV'S unprecedented, prime-time spot rotation plan assures you of net audiences as much as 25% bigger than those delivered by fixed-position announcements —at no increase in cost.

ORBIT guarantees every advertiser in the new season powerful adjacencies to established hits like Tennessee Ernie Ford, Bat Masterson and Groucho Marx. Your message will also benefit from the excitement of brand new NBC Television Network attractions like Riverboat, Sunday Showcase and Bonanza!

ORBIT is available in either one, or both, of two dimensions. In Horizontal Orbit, your message is spotted in the 8 p.m. time period. On successive weeks, it rotates through Sunday, Monday, Tuesday, Friday and Saturday nights. In Vertical Orbit, your message rotates through consecutive half-hour breaks from 8 to 10:30 p.m. on successive Thursday nights.

There's no time like the present to invest in this sales plan of the future. Call for details today.

## WRCA-TV CHANNEL 4 IN NEW YORK

NBC OWNED · SOLD BY NBC SPOT SALES

*The Editorial Viewpoint . . .*

# Handling Political Accounts

While it is apparently true that no one of the ten or fifteen largest advertising agencies is expressing any interest in handling the 1960 national elections for the Democratic National Committee, it also seems true that there is no dearth of agencies, including a number of very good and very good-size ones, which are anxious for the assignment.

We are happy that this is true, because we remember, with at least a faint blush of shame, that the Democrats had considerable difficulty in lining up competent agency service four years ago.

The difficulty, to put it bluntly, has been that too many agencies fear their clients would seriously resent their taking on the Democratic cause. For better or for worse, the great majority of American business gives the impression of being irrevocably committed to a single party, and since agencies deal with businesses, they naturally tend to respect their prejudices.

The area is a difficult one, but we find something mildly offensive in the whole idea of handling political advertising in the same fashion as product advertising is handled. We hope some time that a system can be worked out by which both parties are served in the advertising and public relations areas by task forces operating in public-service capacities rather than as private, profit-making organizations, with dedicated workers from many agencies given leaves of absence to work on either side of the political fence.

# Seeking Self-Improvement

If any proof were needed that the making of advertisements is still the heart of the advertising business, the second annual Summer Workshop on Creativity in Advertising, sponsored by Advertising Age this month, must surely have supplied them.

More than 450 people from 34 states of the Union, five Canadian provinces and Mexico participated in the sessions, which were devoted entirely to the creative advertising phases of this business.

The interesting thing is that not all of the participants, by any means, are writers or producers of commercials, or art directors. More than half of the attendants came from the ranks of advertising management: Account executives, general agency executives and others who do not personally write advertising, but who have a clear and obvious interest in copy and art.

The workshop was an outstanding success for the second year, attracting in excess of 100 more than the first workshop last year. To the scores of advertising experts who took time from their busy lives to act as "faculty members," and to the many others who made facilities and material available, Advertising Age expresses its grateful thanks.

# A New Selling Try

It is interesting and significant that the new joint selling organization just announced by five major newspapers is said to have been developed largely because the newspapers involved were not satisfied with the amount of creative selling being done on their behalf.

Actually, the ANPA's Bureau of Advertising has done a fair amount of such selling, but has been hampered because of its inability to work out specific deals; and the newspaper representative organizations have done an excellent job of creative selling in several instances. But they, too, have been hampered by their natural inability to sell a specific program which would appear in specific papers.

The new cooperative effort embracing five outstanding newspapers will certainly be watched closely by everyone, and particularly by newspaper representatives, who must see in it a grave threat to their entire theory of operations.

Our own opinion is that the newspaper representative business is still a long way from being dead, and while there will undoubtedly be much evolution in the field in the years ahead, we have no doubt that newspaper representatives will be fulfilling important functions in the advertising business for many years to come.

We do believe, however, that the current move by the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and *Washington Star* will intensify the tendency for representatives to develop more homogeneous lists, and will greatly intensify the efforts of all sellers of newspaper space to move into creative selling—to come up with ideas, rather than merely rate cards and circulation statements.

\# \# \#

**Advertising Age**

*Trade Mark Registered* • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

## *Gladys the beautiful receptionist*

—Bob Dunn, Batten, Barton, Durstine & Osborn, Chicago.

*"They call her Old Style because she's so BRUSTY."*

# *What They're Saying . . .*

### *The Mouse Trap Bunk*

While much is being written and said about the philosophy underlying advertising concepts, the art of advertising, perceptiveness, and the advertising appeal, and sometimes an outright denial of the economic value of advertising, to us these are merely intellectual or semantic discussions of matters with which business is generally familiar.

With no intention of casually brushing all these things under the rug, let's consider the matter of the better mouse trap . . .

Well, let's make the better mouse trap and bury it in the ground. Or, let's hide it in the cellar to gather dust. Or, lock it up in the company safe where no one can see it, then let's wait for the public to beat the path to our door.

But, while we are waiting for the path to be beaten, let's ask an advertising expert to take a look and then tell the world that we really have a better mouse trap, that it is sensibly priced, and that it will do the job best of all.

The moral—a good product, backed by good advertising, will sell—a fact borne out by the countless products used daily by millions of people as a part of their way of life.

—Editorial in Drug Trade News, Aug. 10 issue.

### *It Pays*

Do critics of advertising keep their opinions to themselves? Of course not. They want their views heard. So they talk or write, or do both. In a word, they advertise.

—Phoenix Flame, bi-monthly publication of Phoenix Metal Cap Co., Chicago.

# Rough Proofs

Dr. George Gallup and Evan Hill reported on "The Secrets of Long Life" for the *Post*, but for some unexplained reason they neglected to interview that ancient warrior, Archie Moore.

•

The European Common Market represents a big opportunity for manufacturers, but athlete's foot, discovered by Absorbine, Jr., is attracting the attention of almost as many.

•

"No other beverage hits the spot like beer," says the U. S. Brewers Foundation, adding, "Nothing is so rewarding."

Not even those princely sweepstakes?

•

Stauffer talks about "the ten happiest women of 1959," and of course they are the ones who not only took it off, but took it off in the right places.

•

In pointing out the merits of Palmolive, the ad says, "No drying detergents! No greasy cold creams! No irritating deodorants!"

It's just possible those highly exclamatory marks were intended to point to certain suspected competitive products.

•

All those American tourists who have enjoyed the courtesies of its offices abroad have been quick to sympathize with American Express, one of whose Parisian employes reportedly walked off with $1,000,000 of the company's money.

•

Johnson & Johnson points out that Band-Aids promote faster healing with 20 vents "that let filtered air reach wound."

This must be the same kind of air the manufacturers are introducing with new porosity of the cigaret paper.

•

"Instant Simoniz gives you a real Simoniz job without the hard work."

Of course you might be able to drink a cup of instant coffee between rubbing it on and wiping it off.

•

"It's cool, it's fun, go bowling!" urges AMF Pinspotters Inc., which is fully aware that this kind of advertising is helping to sell air conditioning, too.

•

Corn on the cob holds no terrors for denture wearers who use Ora-Fix, because while the ad doesn't say so positively, it illustrates its promise with a very speaking likeness of that summer delight.

•

Most U. S. distillers spell their product "whiskey," but naturally when a canny outfit like Grant's advertises its scotch, "whisky" is spelled economically without the "e".

•

"The color, the glamor, the excitement of a vacation at Waikiki Beach" are portrayed by the Sheraton Hotels, which might have added that most of the glamor is supplied by visiting movie and tv celebrities from the mainland.

Copy Cub

New York is a youngster shopping the cookie jar. New York is a mother shopping her newspaper. New York is 5 million families, mothers and youngsters, growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

# Information for Advertisers

**House & Home** has published "A Marketing Analysis of the Housing Industry," which contains information on the production of one and two-family houses and information on home remodeling and light construction projects as they relate to the collateral activities of home builders, real estate developers and architects. Copies may be obtained from *House & Home*, market research department, Time & Life Bldg., New York 20.

• Maps of Fresno City, Cal., and Fresno county with information on the city's and county's house numbering systems, oil producing territories and airports are available through the **Fresno County-City Chamber of Commerce**, 1745 Mono St., Fresno, Cal.

• **The Kalamazoo Gazette** has published a 12-page booklet about "Brief Market Facts on Kalamazoo." Included in the booklet are information on the growth and expansion of the city, its industrial diversification, income, population, employment, merchandising services and facts about the *Gazette*. For additional information contact the *Gazette*, Kalamazoo, Mich.

• **The Alaska Sportsman** has prepared a brochure describing the Alaskan market. Also included in the brochure are rate cards for the *Sportsman*. Copies may be obtained from *The Alaska Sportsman*, 2131 Second Ave., Seattle 1.

• **WOWO**, Fort Wayne, has prepared a folder which contains information on program schedules, rate cards and coverage maps. Additional information can be obtained from WOWO, 124 W. Washington Blvd., Fort Wayne, Ind.

• **The American Salesman** has completed a survey of the business and private lives of its subscribers. Some results show that many subscribers are sales executives, spend months on business trips every year and are major users of cars, planes and trains. Further information may be obtained from *The American Salesman*, 355 Lexington Ave., New York 17.

• Two qualitative studies, "Midwest Marketing Today" and "A Spotlight on the Southeast . . . Newest Land of Marketing Opportunity," have been prepared by **Avery-Knodel Inc.**, New York. Further information may be obtained from Avery-Knodel Inc., 720 Fifth Ave., New York 19.

• **Plumbing & Heating Business** has published a 12-page booklet on merchandising to the plumbing, heating and air conditioning field. It includes a section on market information availabilities and mailing lists. Copies are available on request from *Plumbing & Heating Business*, 130 E. 59th St., New York 22.

• **Material Handling Engineering** has published a marketing study of the "Multiple Buying Influences in the Purchase of Material Handling, Packaging, and Shipping Products." Copies may be obtained from the research department, *Material Handling Engineering*, 812 Huron Road, Cleveland 15.

• **The Bureau of Advertising**, ANPA, in cooperation with the Assn. of Newspaper Classified Advertising Managers, has prepared a color stripfilm on "How to Make a House Hunter Happy." The film gives suggestions on how to get maximum efficiency from classified real estate advertising. Further information can be obtained from the Bureau of Advertising, 485 Lexington Ave., New York 17.

• **Radio Advertising Bureau**, New York, has published a brochure "Listeners Afloat," which reports on the number of boats with radio and the extent of listening along the nation's waterways, and a 24-page "Radio Facts Pocketpiece" with data on audience, out-of-home listening, comparisons with other media, etc. Additional information can be obtained from the Radio Advertising Bureau, 460 Park Ave., New York 22.

• The business book division of **Fairchild Publications**, New York, has published a 48-page booklet entitled "256 Tested Promotion Ideas for Men's Wear Retailers." The booklet includes chapters on

memo:

**83%**

The people
who buy,
or specify product, brand,
amount, and source
for more than 83%
of everything bought by
hotels and motor hotels
read

THE
**HOTEL MONTHLY**

105 W. Adams St.
Chicago 3, Ill.
*a Clissold Businesspaper*

*The Marketing Team at Hanes Hosiery, Inc., Talks to Chilton*

# "Trade papers are the voice of our industry

Zanan Chilibeck • Robert J. Froeber • Grace Jones Colombo • Gordon Hanes

Hanes Hosiery Mills Company and its sales organization, Hanes Hosiery, Inc., are the pioneers and world's largest producers of women's seamless nylon stockings. To meet a steadily growing demand, the company is currently expanding plant and personnel to double its annual stocking production from 50 to 100 million pairs.

Noteworthy for their emphasis on the value of trade press advertising are the opinions of the Hanes marketing team, which includes Gordon Hanes, President; Robert J. Froeber, Vice President in Charge of Manufacturing; Grace Jones Colombo, Vice President in Charge of Fashion and Advertising; Zanan Chilibeck, General Merchandising Manager. We talked with these executives recently about the contributions trade paper advertising has made to the success of Hanes operations.

Here are pertinent and interesting excerpts from the discussions . . .

**Mr. Hanes says,** "Trade advertising is a basic need with us. Through it we get direct communication with our customers and with our distributors. The value of creating a continuing picture of our products and policies where it is certain to be seen and absorbed cannot be overstated. We have found trade paper advertising to be economical. We know it is effective. And it is essential to our successful operation."

giveaways and premiums, contests, trade-ins, reactivating accounts and cooperative promotions. Selling for $2.50 per copy, the booklet may be obtained from Fairchild Publications, 7 E. 12th St., New York.

• The series of 23 articles on "Successful Store Advertising" by Kenneth Collins, which appeared in **Women's Wear Daily** in May and June, has been published. The 46-page booklet, priced at $1.75 per copy, contains articles on how to write good store copy, planning, establishing character for a store, vendor paid advertising and special problems of the small specialty store. It may be obtained from Fairchild Publications, 7 E. 12th St., New York.

• The 16th annual edition of **Fact Book**, published by *Food Service*, Madison, Wis., is now available for $1 per copy. The 76-page commercial electric kitchen equipment catalog carries 383 illustrated items which are described in detail as to electrical specifications, performance and ordering information. Twenty major categories of equipment are listed, including ranges, ovens, coffee makers, fryers, steam cookers, refrigeration equipment and ice machines. Copies may be obtained from Fact Book, *Food Service*, 2132 Fordem Ave., Madison, Wis.

• A 24-page pictorial review of "How a Modern Newspaper Goes to Press" has been published by the **Chicago Sun-Times** and is available free of charge. The booklet will be distributed to visitors touring the building and to elementary, high schools and colleges. Copies may be obtained from Mel Barker, promotion director, *Chicago Sun-Times*, Sun-Times Plaza, Chicago 11.

• **Scholastic Magazines** has published a 43-page consumer's survey on the youth market. The survey was conducted in 43 schools in 27 states. Questions asked students, ranging in age from 12-18, covered sports, musical instruments, cosmetics, clothing, automobiles, reading and parties plus other subjects. Additional information on the survey may be obtained from *Scholastic Magazines*, 33 W. 42nd St., New York 36.

• **The Washington Post** has prepared a 16mm sound color film showing the growth of the Washington market in major categories since 1950. The film also provides data on newspaper readership by various market characteristics: Income, age, employment and others obtained through a 1959 readership and coverage study of the Washington market by Publication Research Service of Chicago. The film is available for showing through the *Washington Post's* general advertising department or any Sawyer-Ferguson-Walker Co. office.


# —and essential to our successful operation"

**Mr. Froeber says,** "There is no question as to the effectiveness of our trade paper advertising. Our introduction in the trade press of a new color or texture is almost invariably followed by a flood of orders to our distributors from retailers who saw our announcement. Our excellent distribution position today is due in large part to our opening of new markets through advertising in the appropriate trade papers."

**Mrs. Colombo says,** "I cannot imagine our doing business without trade paper advertising. We obtain maximum results with careful merchandising of each ad to our entire sales force. The trade press is also the clearing house of information on all industry activity and crystallizes current trends for us. It is our primary advertising tool—the keystone of our entire program."

**Mr. Chilibeck says,** "We have found that retailers, especially the buyers, read the trade papers with great care, as do our distributor personnel. The trade press is our most direct route of communication to our sales force and our customers. We get accurate 'playback' on our advertising, over and over—the most convincing proof to us that trade advertising reaches and sells for us the people who are most important to us—our customers."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

**Publisher of:** Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!
ITC INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. • N.Y. 22 • PLaza 5-2100

# TOTAL SELLING in Western New York means BUFFALO EVENING NEWS

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers ... **FULL color ... FULL coverage ... FULL six days per week.**

THE TOTAL SELLING MEDIUM IS YOUR DAILY NEWSPAPER

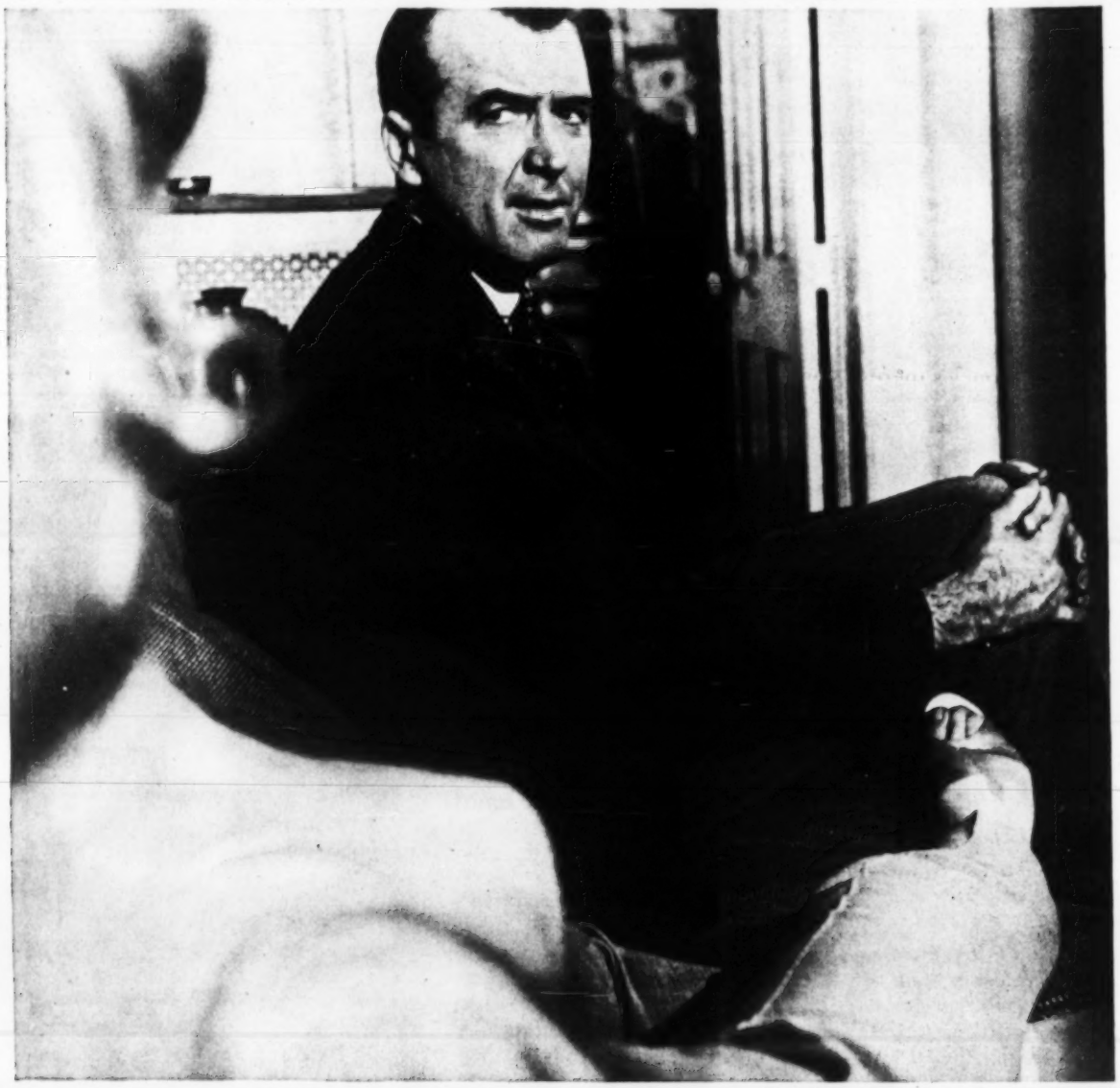
## BUFFALO EVENING NEWS

KELLY-SMITH CO.— *National Representatives*

**WESTERN NEW YORK'S GREAT NEWSPAPER**

Reed Hoftyzer Howe

'SURPRISE' DEMAND—*Ernest Hoftyzer, assistant publisher and ad director of the Boston Record-American-Advertiser, distributes second reprints of Daily Record replate copies of Whit Hobb's "Surprise 'em" speech (AA, July 7) to Richard E. Reed, executive secretary of the Maine Sardine Council (BBDO client), and Richard O. Howe, vp and Boston manager of BBDO.*

James Stewart starring in "Anatomy of a Murder."

# "Anatomy of a murder"

*How air freight cut production costs—set Hollywood record*

Shooting site for this best seller was in a remote and inaccessible part of Michigan's Upper Peninsula.

Getting daily "rushes"—unedited film—to Los Angeles for development and back to Ishpeming for producer-director Otto Preminger to edit was a problem. Cast, camera crews and sets would be on costly standby location if scenes had to be reshot. Also, release date was timed to take advantage of the book's popularity.

Emery had to handle round-trip deliveries between Ishpeming and Hollywood in 48 hours. By combining train, truck and airplane, Emery did it, making 54 shipments between March 23 and May 16 when the film was finished. As a result the picture was released six weeks after shooting was completed—a Hollywood record.

Find out how Emery can help your promotion, distribution or procurement plans. Call today. Offices in all major cities.

**EMERY AIR FREIGHT CORPORATION**

801 Second Avenue, New York 17, N.Y. • National and International Blue Ribbon Service.


## *Whit Hobb's Speech Is Front Page Item in Boston Newspaper*

BOSTON, Aug. 18—Creative Adman Whit Hobb's "Surprise 'em" speech in Denver, reproduced in ADVERTISING AGE's feature section July 6, is getting plenty of admiring mileage hereabouts.

Ernest Hoftyzer, assistant publisher and ad director of the *Boston Record-American-Advertiser*, used the AA reproduction as a "replate" of Page 1 and the back page of the *Daily Record's* Aug. 7 final edition.

The limited runoff was distributed to agencies, clients and local retail accounts, with a footnote explaining extra copies were available.

■ Within 24 hours Mr. Hoftyzer found his 500 replate copies exhausted. He ordered another 1,000 to be run behind today's edition of the *Daily Record*.

And if these run out—there'll be more.

Mr. Hobb is vp and associate copy director of Batten, Barton, Durstine & Osborn. His speech was given at the joint meeting of the ninth district, Advertising Federation of America; second district, Advertising Assn. of the West, and the Rocky Mountain council of the American Assn. of Advertising Agencies in Denver. #

### *Ronalds Adds Holtzheuser, Names Margaret Thornton*

Holtzheuser Bros., Toronto, importer of foods, confectionery and tobacco products from The Netherlands, has appointed Ronalds Advertising Agency, Toronto, to handle its account. Consumer campaigns are planned for Bensdorp Royal Dutch chocolate bars and Sail pipe tobacco.

Ronalds also has named Margaret Thornton, former advertising writer of T. Eaton Co. and fashion and beauty editor of *Canadian Home Journal*, director of women's promotions.

### *Taronji Joins Otto & Co.*

Jaime Taronji, veteran Puerto Rican adman and broadcast executive, has joined the San Juan office of Robert Otto & Co. as media and traffic manager. Mr. Taronji worked previously for WKAQ and WAPA in San Juan and had also been with Young & Rubicam, Publicidad Correa and the Brown agencies in Puerto Rico.

### *Hirschberg to 'Harper's Bazaar'*

Robert S. Hirschberg, formerly with *Charm*, has joined *Harper's Bazaar*, New York, as fashion advertising manager.

## Here's how *FACTORY* can help you tap the

# $35 BILLION MODERNIZATION MARKET

Just to replace obsolete equipment and facilities, America's manufacturing plants are going to have to spend $35 billion.* This is no longer news. We told this story about a year ago. But what is news is that between now and 1962, these plants will have this amount to spend through depreciation deductions.** So it's not a money problem. Money they've got. It's purely and simply a spending problem. A whopping spending problem!

This is where you come in — the money's there if you go after it.

And that's where FACTORY comes in — with a spectacular sales tool to help you go after this market. With what? *FACTORY's November Modernization Case Book Issue* will culminate a full year's editorial activity — issue by issue — developing a modernization climate in which the advertiser can *sell* the modernization values of his products. It started last November when we handed plant management men a "Guide to Managed Modernization." Then we followed it up month after month with a steady diet of "Managed Modernization at Work" features. Now in November, as *planning* turns into *buying*, we move in with a Modernization Case Book issue.

Here in this one issue, 68,000 FACTORY subscribers — the men who run America's plants — will get their hands on over 500 Plant Tested Modernization Ideas, bonafide success stories, wrapped up in more than 100 editorial pages. And don't forget — it's the *plant operating management men* who must plan and schedule modernization projects.

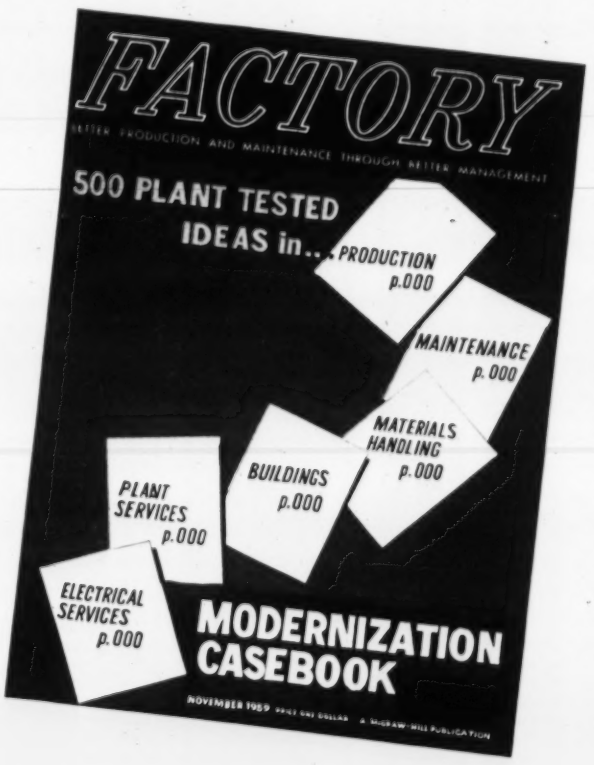
We are organizing the presentation in such a way that related modernization ideas will be brought together in sectional form for each of the six basic fields of greatest importance:

1. Production
2. Maintenance
3. Material Handling
4. Buildings
5. Plant Services
6. Electrical Services

The sales opportunity is already established by facts. FACTORY's November Modernization Case Book issue is a potent and timely tool to help you cash in on the opportunity. Your advertising, in appropriate section or sections, is going to get the heavy traffic of the center aisle at a tremendous modernization show.

*McGraw-Hill Survey of Modernization Needs (August 1958). McGraw-Hill Department of Economics.

**12th Annual Survey of Business Plans for New Plants and Equipment (1959). McGraw-Hill Department of Economics.



## Doherty, Clifford Issues Hawaiian Market Report

NEW YORK, Aug. 18—Doherty, Clifford, Steers & Shenfield has prepared a well-documented, 28-page market report on the 50th state, Hawaii.

Conclusion: This is a pretty good market, certainly more attractive for "marketers of branded goods than is Alaska."

Hawaii has a population of 635,000—one-third of them of Japanese descent. It is a young population—45% are under 25. According to the latest FBI count, only 25 are Communists. Per capita personal income of $7,821 ranks Hawaii 28th among the 50 states.

The state is primarily agricultural, with sugar and pineapple the big money crops. Five large trading houses formerly dominated the economic scene and they continue to control a huge chunk of Hawaiian business, including Dole pineapple and Matson navigation.

Media facilities are "very good." Newspapers cover 98% of households, radio 93% and television 69%.

"Aside from some preference for certain Oriental foods and a casualness of dress (similar to Los Angeles), Hawaii appears anxious to have and use American products," the report concludes.

Copies of the report are available from Jack Carver at DCS&S, 530 Fifth Ave. #

### *'Look' Appoints Six*

*Look*, New York, has added three salesmen to its sales staff for Magazone advertising. They are Howard J. Baker, formerly with Fafnir Bearing Co., who joins the Hartford staff; Robert Delf, formerly with Southern Pine Assn., the Atlanta staff, and Richard Hartle, formerly with Edgcomb Steel & Aluminum Corp., the Cleveland staff. *Look* also has moved Thomas Lawrence from its New York to its Philadelphia advertising staff and has named Edgar Harrison, of the subsidiary management staff, to succeed Mr. Lawrence in New York. James Strongin, formerly with Time Inc., has joined the promotion department executive staff.

### *Flora Joins Harnischfeger*

Louis A. Flora, for the past six years ad and pr manager of R. G. LeTourneau Inc., Longview, Tex., has been named advertising and sales promotion director for the construction and mining division of Harnischfeger Corp., Milwaukee. His duties will include direction of the company corporate relations and pr.

### *Cargill, Wilson Expands*

Cargill, Wilson & Acree, Richmond agency, has opened a branch at 1125 E. Morehead St., Charlotte, N.C. Daniel G. MacMillan heads the new operation.

### *Shoaf Consults for Leon*

Dr. F. Robert Shoaf, faculty member of New York University, has been appointed market research consultant to S.R. Leon Co., New York agency.

### *Copeland & Garnitz Adds One*

Chicago Apparatus Co., Chicago, distributor of laboratory equipment, supplies and testing devices, has named Allan Copeland & Garnitz, Chicago, to handle its advertising and public relations. Cramer-Krasselt, Milwaukee, formerly handled space advertising. Harshe-Rotman formerly handled public relations.

### *Schieman Joins Lily of France*

Walter Schieman, vp of Munsingwear Inc. and general manager of its Hollywood Vassarette division, will join Lily of France Inc., New York, foundation garment manufacturer, as senior vp in charge of sales and merchandising, early in September. He will succeed Martin Newman, who resigned in July.

### *Nemarrow Adds Country Club*

Country Club Foods, Claymont, Del., producer of instant foods, has appointed Nemarow Advertising, New York, to handle its advertising. Market-testing of the company's Quick-Fix mushroom soup 'n' sauce will start Sept. 1 in Philadelphia. The campaign will be expanded to other eastern seaboard cities later.

### *WTCN-TV Appoints Two*

Robert C. Fransen, formerly national sales manager of WTCN-TV, Minneapolis, has been promoted to sales manager of the station, succeeding James R. Hoel, who has resigned. Robert J. Reardon, formerly with NBC-TV Spot Sales, Chicago, has joined the station as regional sales manager.

### *Buckhout Heads Brand Unit*

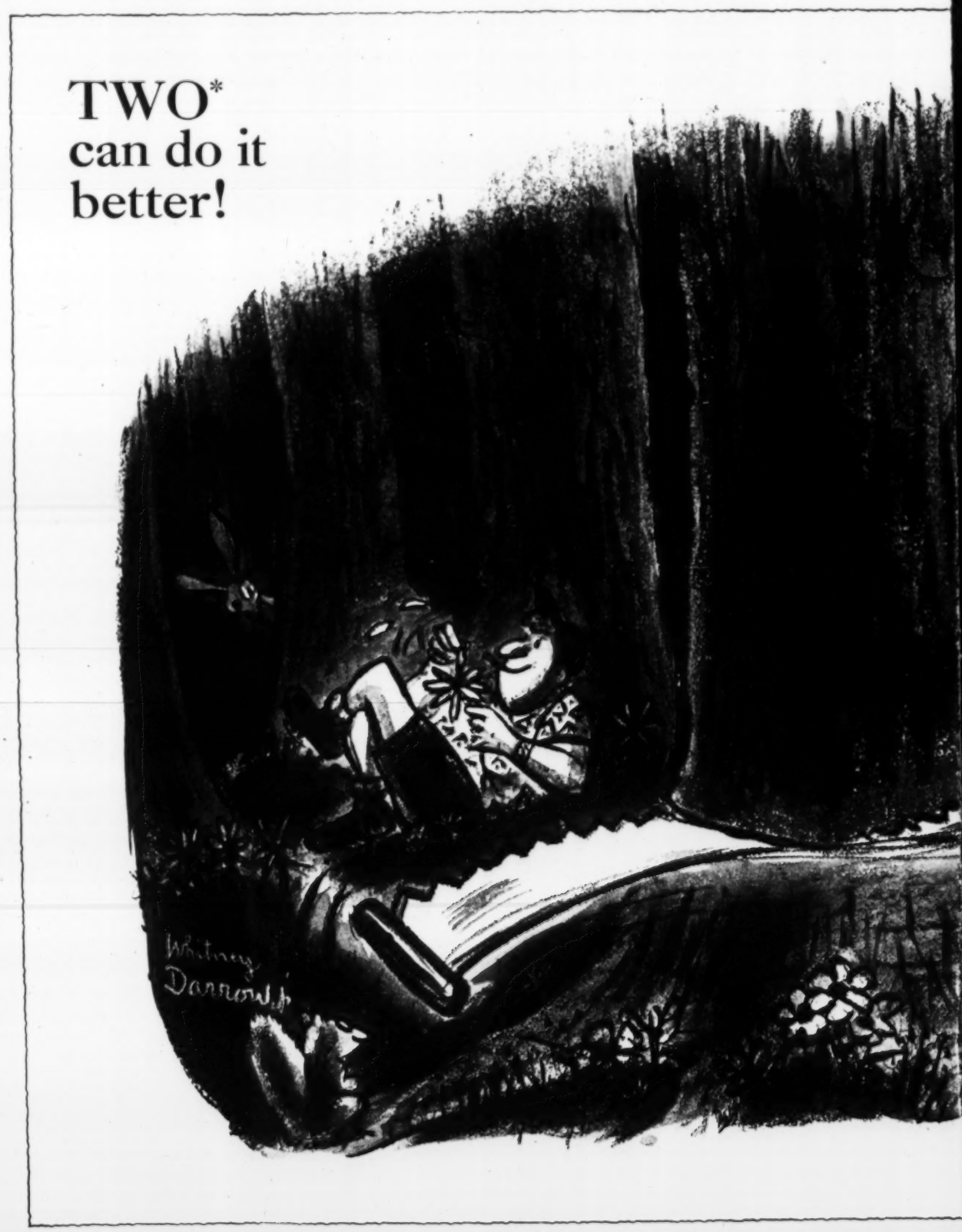
Clay Buckhout, vp and advertising director of *Life*, has been named chairman of Brand Names Week planning committee for 1960. Mr. Buckhout is a director of Brand Names Foundation Inc.

### *Schurer to Results Unlimited*

Mrs. Elizabeth G. Schurer, formerly account supervisor with Worthington Corp., has joined Results Unlimited, Rutherford, N.J., agency, as an executive assistant.

### *'Liquor Store' Moves*

Jobson Publishing Corp., publisher of *Liquor Store*, and Liquor Store Promotions, a mat service for newspapers, has moved to 17 E. 48th St., New York.


**AMERICAN JUDGING AGENCY**

would like an opportunity to discuss handling your next contest.

**Post Office Box 12443**
**Houston 17, Texas**
**Telephone MI 4-4371**

### 'Standout-ism' Campaign Set for Lily Tulip Cup

Lily Tulip Cup Corp., New York, will start the "most concentrated" campaign in its history to promote "Standout-ism." As defined in the campaign, "Standout-ism" is the "Lily Look with Buy Appeal—the premium look that's built into every Lily container." Each ad will feature a "stand-out" package of a Lily customer whose sales have been increased by Lily packaging.

Starting Aug. 29 color spreads will run in *Business Week*, *Fortune* and *Nation's Business*, plus 800-line b&w ads in the *Wall Street Journal*. A direct mail campaign, utilizing ad preprints and novelty items, is also planned. The company predicts that packaging, which now represents about 2¾% of total expenditures for goods and services, will grow to 4% within five years. Grey Advertising Agency, New York, is the agency.

### Vocaline to Wexton

Vocaline Co. of America, Old Saybrook, Conn., maker of electronic products, has appointed Wexton Co., New York, as its agency. Larry Hoggan Advertising formerly handled the account.

### Beckert & Bradley Adds Two

Beckert & Bradley, New York, has been appointed to handle advertising for *Young Americans*, New York, youth magazine, and Nat Berger Associates, realty investment consultant.

### Toklas to Bennett-Chaikin

Maxwell Toklas, formerly national field director of W. R. Simmons & Associates, has joined Bennett-Chaikin Inc., New York market research company, in a similar capacity.

## FTC Curtailment Unfair to Public, Sonotone Says

WASHINGTON, Aug. 18—Sonotone Corp., Elmsford, N. Y., contended last week that a Federal Trade Commission move to curtail ads for its hearing aids would be "unrealistic" and a "disservice to the public."

The commission challenged the claim that the Sonotone hearing aid is completely hidden in a pair of glasses, or that certain models have no buttons or cords.

In reply the company said words and phrases featured in the complaint were taken out of context. The answer also contends Sonotone's president, Irving Schachtel, should not be cited as an individual because he relies on advice and suggestions from competent professional assistants within and outside the organization. #

### American Cancer Society to Sudler & Hennessey

American Cancer Society, New York, has named Sudler & Hennessey, New York, volunteer agency to prepare magazine advertisements for the society's 1960 crusade. Space for the ads is donated each year by the magazine industry.

NOT getting enough muscle into your Southern California sales? CBS Owned channel 2 can put it there. *Two* reasons why:

*One: the size of KNXT's viewing audience.* Month after month, year after year, KNXT commands Southern California's biggest share of audience—currently ahead by a 38% margin (Nielsen, June 1959). Reason enough, this—but there's more:

*Two: the responsiveness of KNXT's audience.* There is actually a vast difference in the way viewers "feel" about different Los Angeles stations, as proved by a momentous new depth study.† It demonstrates the existence of a unique "climate of responsiveness" which results in much greater trust and confidence in KNXT programs and personalities *and in KNXT-advertised products as well!* When respondents were asked, for example, on which station they would be "most likely" to see the commercials of a company known for honesty and reliability, 51% named KNXT. Only 25% named the second station, and only 24% named the other five stations combined!

If you've been buying by cost-per-thousand alone, ask yourself: cost-per-thousand *what?* KNXT delivers not only the biggest audience but also the *best, most responsive* audience. Ask to see the findings of this study, which show conclusively why, in the Southern California market, channel 2 can sell so much more...*so much better!*

†*Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.*

CBS OWNED KNXT 2 LOS ANGELES
REPRESENTED BY CBS TELEVISION SPOT SALES

HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN

BATTLE CREEK
LANSING
JACKSON

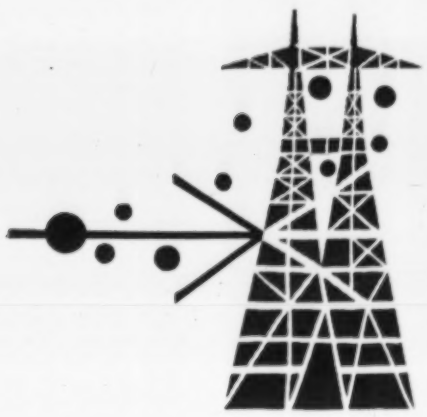
Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV MARKET FACTS:

**POPULATION: 11th largest in the U.S.**
(according to SRDS Consumer Market Data)
**RETAIL SALES: 12th largest in the U.S.**
(according to Sales Management Survey of Buying Power)
**TV HOMES: 28th largest in the U.S.**
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with WILS Radio, Lansing
WPON Radio, Pontiac



*where a* **LITTLE** *buys a* **LOT**

Twelve pages in **Proceedings of the IRE** will give you a solid year's readership by 54,557 leaders in radio-electronics for only **$9,040** (1960 rates).

In contrast, a full year's schedule in a semi-monthly would cost you **$19,370** – and in a weekly **$38,480!** (Not to mention the fact that in both cases your ads would be buried in far more paper than most working engineers ever find the time to wade through.)

On top of this, **Proceedings** still gives you the lowest cost per thousand of any publication in the field. So no matter how you look at it, **Proceedings** stands alone as the one publication that gives you the **value** that is the foundation for any successful advertising campaign.

**Proceedings of the IRE** **The Institute of Radio Engineers**

Adv. Dept. 72 West 45th Street, New York 36, N.Y. • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

She
wants what
she wants . . .

when she wants it.
And it's startling
how she wants what
she sees on **KOIN-TV.**
In Portland and
32 surrounding
Oregon and Washing-
ton counties her
wants are whetted
with **KOIN-TV's**
sharp programming....
just broach the boys
at CBS-TV Spot
Sales . . . they're
downright ecstatic
over **KOIN-TV's**
latest Nielsen . . . and
rightly so, of course.

# Getting Personal

**Blake Hughes,** promotion manager of *Architectural Record*, getting away from it all in a beach cottage near Southhampton, Long Island, found his next door neighbor to be his competitor counterpart **Keith Aldrich,** promotion manager of *Progressive Architecture*. The two had never met before; spent a fine vacation together . . . Also at *Progressive Architecture*: **Brad Wilkin,** publisher, is on the mend after an emergency appendectomy . . . Also on the recuperating list: **Jack Wrather,** head of Independent Television Corp., severely sprained his back at his home in Los Angeles in mid-August . . .

Kintner Mrs. Brown Brown Mrs. Kintner

ORIENTAL EXCURSION—*Robert E. Kintner, president, National Broadcasting Co., and Mrs. Kintner were guests of honor at a reception held at the Imperial Hotel in Tokyo during their recent visit to Japan. Hosts of the affair were Cecil Brown, NBC Tokyo bureau chief, and Mrs. Brown.*

John Charles Osborn, the first born of **Irene** and **Jack Osborn** of Osborn Charles Associates, New York art service, arrived July 22 . . . BBDO babies: To **Jean Rindlaub,** vp, her second grandchild, the first child of Jean's daughter, Anne, and son-in-law Frank Dow of Weston, Mass . . . To **Howard Colwell,** BBDO copywriter, his second daughter, Mary Louise . . . To **Bill Fox Jr.,** BBDO account exec in Cleveland, a second daughter, Ann Kathryn . . .

**Col. William P. Wright Jr.,** vp of J. Walter Thompson Co., has been appointed a member of the Air Reserve Forces policy committee which plans and reviews the Air Reserve program . . . **J. Burr Jenkins,** associate manager of *The Saturday Evening Post*, and **Morton S. Bailey Jr.,** ad sales representative for the *Post*, were the winners of their flight at the Pelham Country Club member-guest golf tournament . . . Other triumphant golfers: **Howard Mace** of *Look* and **Fred Barrett,** BBDO media vp, lugged home quite a bit of merchandise from the Bonnie Briar competition in Larchmont. They won with a net 62 . . .

MOSCOW MISSION—*John H. Johnson, publisher of Ebony, and his wife Eunice smile happily before boarding a plane for Europe. The couple's destination was Moscow, where Mr. Johnson covered the U.S. exhibit and Vice-President Richard Nixon's Russian junket.*

**Paul Kutner,** production manager of Blaine-Thompson, New York, has a second child, first daughter, Diane by name. . . The celebrity of the month at Blaine-Thompson is **Angela Resta,** assistant bookkeeper, who is pictured on the current *New York Times* subway poster—in the "I got my job through the *New York Times*" series. The picture for the poster was taken in the office of **Fred Golden,** B-T senior vp . . .

It's a sixth child, fifth girl (Lucy) for the **Angelo Di Bernardos.** The new papa is manager of retail advertising at the *Pittsburgh Post-Gazette* . . .

**James Harrington,** Hicks & Greist account exec, is back from a two-week training course in guerilla operations at Fort Bragg. He's a reserve captain and foreign weapons specialist with the 303rd special forces detachment, airborne . . . **Jane Trahey,** head of her own New York agency, returns Sept. 1 from a month's tour of the French Basque country. The agency's art director, **Betty Fraser,** is work-vacationing in Rome . . .

On the faculty for evening classes at the New York Employing Printers Assn. are **Gustave L. Saelens,** graphic arts division manager at American Cyanamid Co., and **Charles V. Morris,** director of sales and advertising at Marquardt & Co. . .

*A Report to the TV Industry from Ampex Corporation*

# AMPEX TV TAPE STARS AT MOSCOW; OTHER NEWS

**AMPEX VIDEOTAPE* TELEVISION RECORDER** tapes historic exchange between Vice President Nixon and Soviet Premier Khrushchev on Friday, July 24, at American Fair in Moscow. The full color tape recording was flown to U. S. and broadcast by all three networks following night, Saturday, July 25.

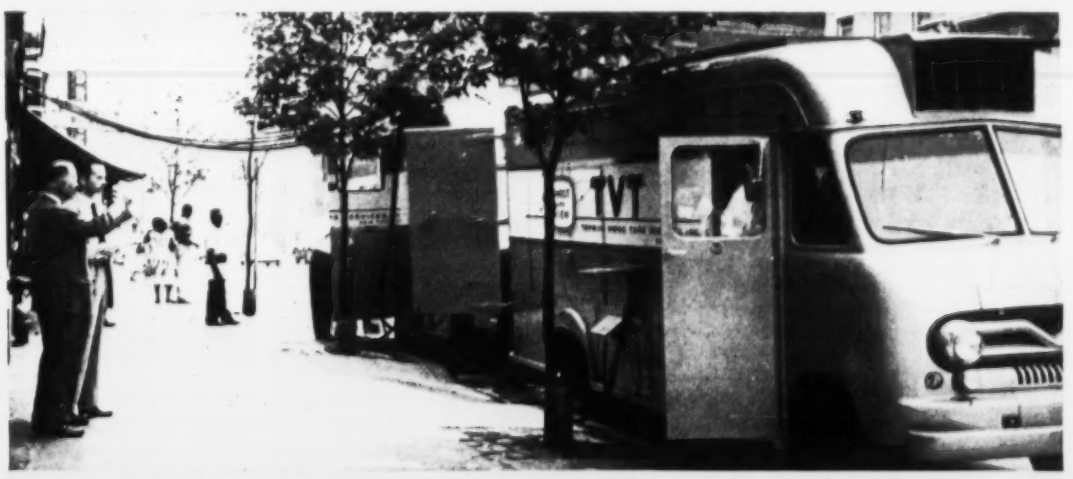
**43 EDUCATIONAL TELEVISION STATIONS** soon will be equipped with Ampex Videotape Television Recorders through National Educational Television and Radio Center of New York. This network of affiliated educational stations will be able to interchange and broadcast tapes produced, duplicated and syndicated from duplicating center in Ann Arbor, Mich., or from any of the affiliated stations. This order for NETRC was made possible by Ford Foundation grant of approximately $2,500,000. John F. White, right, President of NETRC, is shown confirming negotiations with Neal K. McNaughten, Manager of Ampex Corporation's Professional Products Division.

**CANADIAN COMMERCIALS** go on TV tape with real success. After first try, Molson's Beer and Export Ale liked their tape commercials so well they have completed a second series. Todd Russell, spokesman for Molson's is shown during taping of one of these commercials. Agency for Molson's, is MacLaren Advertising. Production was handled by Videotape Productions of New York.

**DENNIS JAMES,** spokesman for "What's My Line," after years of refusing to make commercials on film, becomes booster for tape because of tape's live quality and immediate playback convenience. Right after this spot was taped by NTA-Telestudios for Leo Burnett Co., Kellogg's agency, it was played back from Ampex Videotape Television Recorder located in mobile truck parked nearby.

**UNITED STATES STEEL HOUR** commercial is made by BBD&O with Videotape Television Recorder to get all of the quality, depth and detail possible only with tape's live look. It was produced at Videotape Productions of New York.

**3 L & M COMMERCIALS** plus a billboard are taped in 3 hours, from start to finish, with Ampex Videotape Television Recorder at NBC. L & M's agency, Dancer-Fitzgerald-Sample, scheduled the "They said it couldn't be done—" tapes, featuring Jack Lescoulie, on "Gunsmoke" and "The Jimmy Rogers Show."



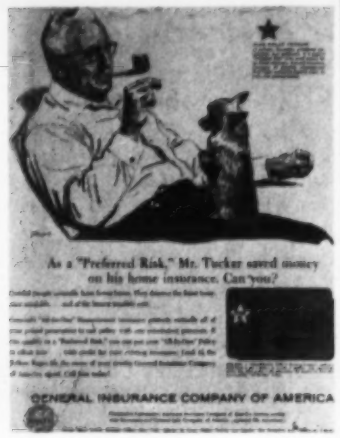

**MERCURY COMMERCIAL TAPED FROM MOBILE UNIT.** This tape for Ed Sullivan Show was produced with Ampex Videotape Television Recorder mounted in truck for "on the spot" realism. Kenyon and Eckhardt, Inc. is agency for Mercury. Production was handled by Termini Videotape Services, Inc. There are now 11 mobile units equipped with Ampex Videotape Television Recorders throughout U. S. Free information kit for agencies and advertisers available from Ampex Corp., Dept. 304-5, 934 Charter Street, Redwood City, California.

**TM Ampex Corporation*

# General Insurance 'Preferred Risks' Get National Push

SEATTLE, Aug. 18—The first national advertising campaign by General Insurance Co. of America will break in magazines in September, built around the theme of "preferred risks" who buy their home and automobile insurance at the lowest possible cost.

Each ad in the series carries a portrait of a customer who saves money as a preferred risk. Ads use a second color, gold, mainly




for reproduction of General's "preferred risk" identification card.

Two nationally known magazine illustrators, Stan Galli and Austin Briggs, have been commissioned to do portraits of typical careful homeowners and auto drivers.

The campaign will run in *The Saturday Evening Post* (10 page ads beginning Sept. 12 and carrying into July, 1960), *Sunset Magazine* (six pages between September and April) and *Time* (two-thirds page, September through November and January through June, monthly). The Canadian split edition of the *Post* is also on the schedule.

In addition, General Insurance will be co-sponsor on the "Monitor" sports show (NBC Radio) beginning Aug. 29. C. M. (Bud) Noren, advertising manager, said selected regional media, mostly on a cooperative basis, will include tv and radio spots, outdoor, newspapers and direct mail.

Cole & Weber, Seattle, is the agency. #

### House of Lloyd Names Gaskill & Johnson

House of Lloyd, East Coast distributor of the West German Lloyd automobile, has appointed Gaskill & Johnson Advertising, Newark, to launch "an extensive advertising campaign" in 17 eastern states. The proposed ad budget for the year is in excess of $300,000.

### Zonolite Slates Campaign

Zonolite Co., Chicago marketer of home insulation products, will use an ad in *The Saturday Evening Post* Sept. 26 to kick off a campaign promoting reinsulation of older homes. Other magazines to be used are *Better Homes & Gardens, Family Weekly, Farm Journal, Mechanix Illustrated, Parade, Popular Mechanics, Popular Science, Successful Farming* and *This Week Magazine*. Filmed tv ads and radio ad scripts are being furnished to dealers along with newspaper mats and point of sale material. Erwin Wasey, Ruthrauff & Ryan is handling the campaign.

### Ad Fried Adds Four

Ad Fried & Associates, Oakland, has been named to direct advertising for four new accounts. They are: Sarafan Corp., El Cerrito, maker of peroxide hardeners for polyester resins, for a national campaign using direct mail and business magazines; Key Mortgage Co., Oakland, for a direct mail and newspaper campaign; Meyer Lightner Co., Oakland real estate company, which also will use direct mail and newspapers, and Acme Galvanizing Co., Oakland, which will utilize newspapers, business magazines and direct mail.

### Chet's Foods to Pacific Nat'l

Chet's Famous Foods, Eugene, Ore., packer of a line of more than 30 frozen convenience foods sold throughout the West, has appointed Pacific National Advertising Agency, Portland, to handle its advertising. The account earlier was handled by Showalter Lynch, Portland.

### Griswold-Eshleman Gains One

W. S. Tyler Co., Cleveland manufacturer of wire screen, screening machinery and elevators, has appointed Griswold-Eshleman Co., Cleveland, to handle its advertising.

memo:
**Who BUYS?**
In the hotel-motor hotel field, the manager makes over 88% of all buying decisions. 8154 hotel and motor hotel managers read
THE
**HOTEL MONTHLY**
105 W. Adams St.
Chicago 3, Ill.
*a Clissold Businesspaper*

### *Exchange Continues Campaign*

The New York Stock Exchange will spend $400,000 in magazine advertising for the remainder of 1959. This will bring its advertising expenditures for the year to $1,250,000, about the same annual total as spent in the preceding two years. Compton Advertising is the agency.

### *Bond & Starr Gains One*

Standard Dry Wall Products Inc., New Eagle, Pa., has appointed Bond & Starr, Pittsburgh, to handle its advertising. The account was formerly handled by Bert J. Long Advertising, Pittsburgh.

### *Shulton Names De la Vega*

Lorenzo De la Vega, formerly with McCann-Erickson and *El Mundo* in Cuba and with Publicidad D'Arcy in Mexico, has been appointed advertising manager of the international division of Shulton Inc.

## Breast O'Chicken Extends Premium Offer to 107 Areas

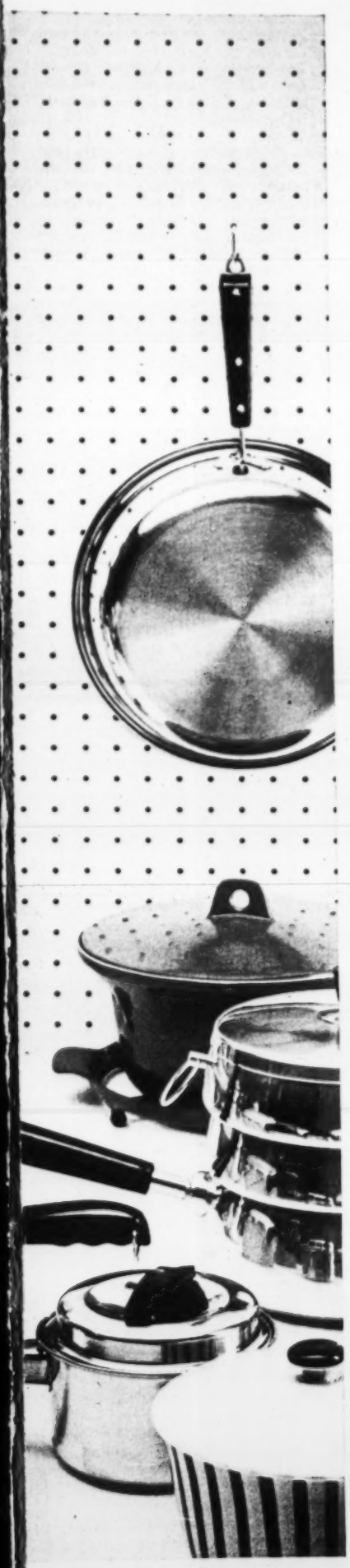
SAN DIEGO, Aug. 18—Breast O'Chicken Tuna Inc., which broke a salt and pepper mill premium offer to Chicagoans via a four-color page newspaper ad (AA, July 27), is now extending the offer to 107 markets. Response to the $2 premium offer has been the "biggest in years," according to David Fenwick, Robinson, Jensen, Fenwick & Haynes, the company's agency.

The four-color page ad is running in newspapers in Houston, Buffalo, Baltimore, Detroit and New Orleans. In these markets and the remainder of the 107 there will also be a series of b&w 400-line ads making the offer.

■ Each of the ads is specifically localized. The top headline word is the name of that city followed by: "Your taste is great." Body copy carries out the localization as in this New Orleans ad which starts: "When gourmets dream of food their dreams center about the Vieux Corre. Who can blame us if we're more than proud of being New Orleans' first choice in tuna?" #

### *Regional Brewer to Use 'Look'*

Genesee Brewing Co., Rochester, N.Y., will use a four-color page in the Sept. 15 issue of *Look* in the first of a series of ads to extend its distribution, which now includes, in addition to New York State, parts of Pennsylvania, Ohio and New England. The brewery will also continue to sponsor championship bowling contests on tv, which it has done for the past five years, and will sponsor this fall a new half-hour tv show "Manhunt" in the northern New York state market area. Marschalk & Pratt division of McCann-Erickson, New York, is the agency.

What's cookin' in pots & pans?

Sizzling ideas from American Home, that's what. No mass magazine devotes a larger share of its pages to food, to kitchen planning, to home furnishing, to remodeling, to home building as American Home magazine. It's the magazine of pots and pans and plots and plans. The exciting, yet down-to-earth magazine that 12,000,000 home-minded men and women use to improve their homes and better their lives. It's the magazine that gets the millions you want—and gets them when they're ripe to buy.

AMERICAN HOME

*A Curtis magazine read by 3,600,000 families with a consuming interest in the home*

La FERME is the BIGGEST OF ALL CONSUMER MAGAZINES FARM OR GENERAL IN FRENCH CANADA!

| | |
|---|---|
| La FERME (as at June 30th, 1959) | 165,694 |
| Nearest Farm Magazine (as at Dec. 31st, 1958) | 150,144 |
| Nearest Non-Farm Magazine (as at Dec. 31st, 1958) | 157,242 |

*BIGGEST because*

of its high content of farm and home educational features by La FERME's editorial staff and contributors . . . all recognized authorities in their respective fields. *Biggest*, too, because of its 185,000 guaranteed circulation . . . more ABC subscribers in Quebec Province than any other French farm paper, obtained entirely by direct mail . . . no arrears!

Still only **$1.60** per line

*Write for new revealing data*

La FERME

Robert Raynauld, BA., MSA.—Editor-Publisher

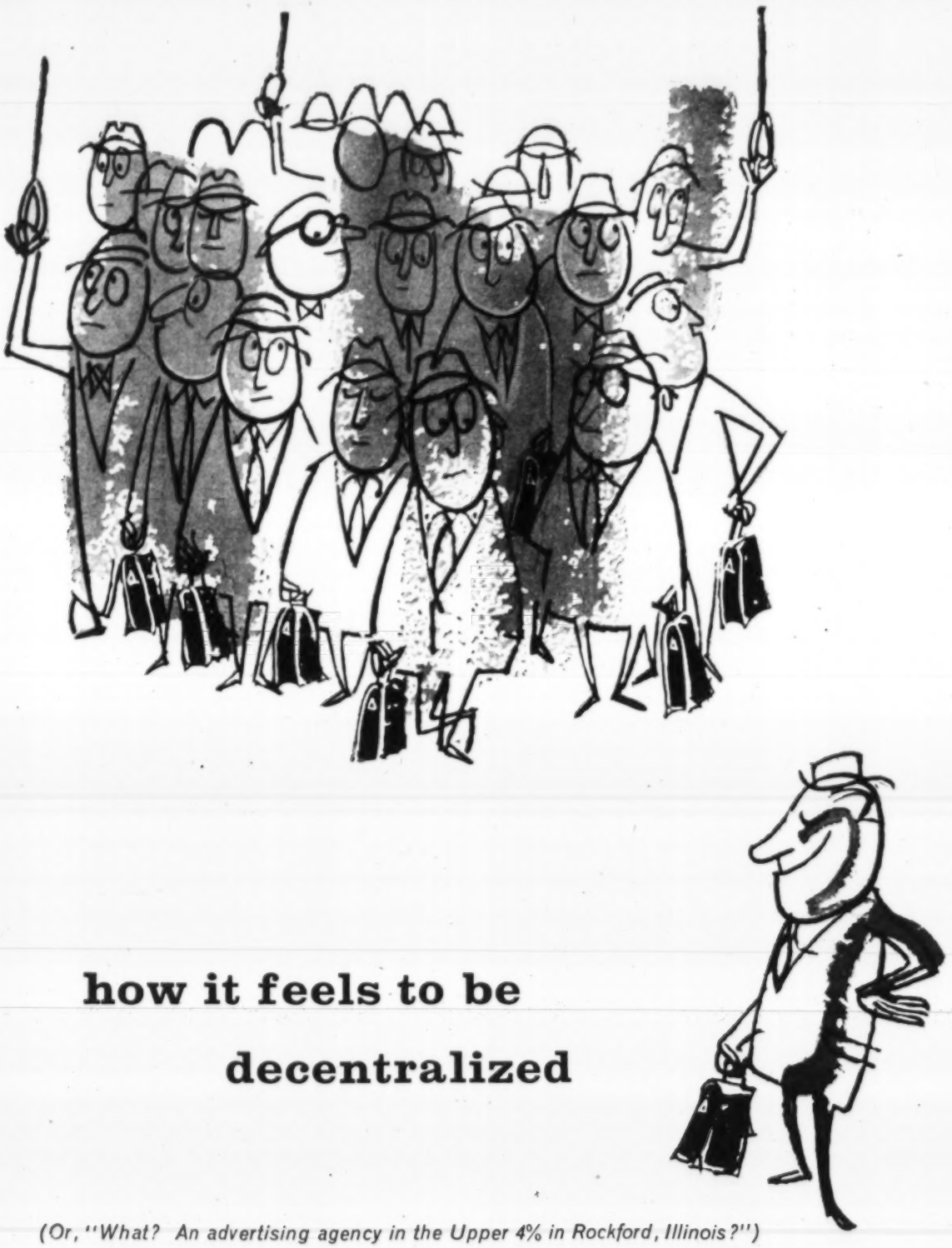
909 Mount Royal Ave. E., Montreal, Canada
Phone: LAfontaine 6-3327
Toronto: 145 Yonge Street, EM. 6-3336

### *Y&R Adds P&G Items in Puerto Rico, Mene in Venezuela*

Young & Rubicam, which recently became the Procter & Gamble agency in Venezuela (AA, Aug. 3), has added P&G's Gleem and Crisco accounts in Puerto Rico. Y&R already handles Tide, Comet and Spic & Span for P&G in San Juan. Y&R also has added a new account in Venezuela—Mene Grande Oil Co., a subsidiary of Gulf Oil Corp.

### *'American Home' Adds Office*

*American Home* has opened an advertising sales office in Minneapolis, the third new sales outlet to be established this year. Alan R. Ecklund, previously Chicago representative for *American Home*, has been named sales manager of the new office. Earlier in 1959, the magazine opened sales offices in San Francisco and Los Angeles.

**how it feels to be decentralized**

*(Or, "What? An advertising agency in the Upper 4% in Rockford, Illinois?")*

It's not a *new* feeling to all of us—some who came here from those intrepid arteries, Madison and Michigan, years ago. But we still like it.

*Some of the newer recruits are still a trifle surprised—*

*to learn that there's actually* no real reason *why a top-level agency can't prosper outside of "agency concentrations," and offer the finest creative skill and marketing counsel.*

*to discover two hours more to divide between client service and home joys than when they were commuters.*

*to discover a kind of marketing fundamentalism on South Main Street that doesn't always thrive where most agencies gather.*

*to learn that we're exceptionally mobile, highly accessible to a wide area of major centers (nearer in travel time, for instance, to many advertisers in Chicago and suburbs, than are agencies in Chicago's loop).*

We're in the upper 4% of all agencies in business volume, serve a number of top consumer goods and industrial corporations.

We employ a totally sensible, businesslike, time-proved agency compensation system.

If you're looking, about to look, or just curious —may we talk with you?

**Howard H. Monk & Associates Inc./ Rockford, Illinois**


## 4 Chicago Appliance Dealers Organize Ad Cooperative

CHICAGO, Aug. 18—Four local appliance and furniture retailers have formed an advertising cooperative called Beam Stores Inc.

Charter members are Leo Berman Furniture & Appliances, Central Utilities & Furniture Co., District Warehouse, and G.I. Television & Appliances. All are located in different parts of the city and its suburbs.

The name of the organization is derived from the phrase, "Better electric appliance merchants." The group will advertise jointly but normal business operations such as buying will be continued independently.

■ All advertising will carry the Beam logotype, and will list the names and addresses of the four members. The Beam ad program began Aug. 16 with page ads in the four Chicago dailies. A spot radio campaign will start in September. An initial budget of $125,000 to $150,000 has been planned.

Terry, Gray-Schwartz & Harris has been appointed to handle advertising for Beam. #

### *Anheuser-Busch, Whitman, L&M Buy NBC Sportscasts*

Liggett & Myers Tobacco Co. and Stephen F. Whitman & Sons will co-sponsor the Liberty Bowl football game from Philadelphia on NBC-TV, Saturday, Dec. 19. The new post-season event, to be announced by Lindsey Nelson and Red Grange, will be the first major bowl game ever played in the East. NBC holds a five-year contract for radio-tv rights to the game. The order for L&M cigarets was placed through Dancer-Fitzgerald-Sample; the Whitman candy buy was made through N. W. Ayer & Son.

Anheuser-Busch (Gardner Advertising), on behalf of its Busch Bavarian beer, will sponsor one-quarter of the National Basketball Assn. games to be telecast on NBC Saturday and Sunday afternoons for the sixth year, beginning mid-October. Bayuk Cigar Co., for its Phillies cigars (Wermen & Schorr), earlier signed for half-sponsorship of the games. One quarter of this series is still available.

### *Field Joins OAI as A.E.*

Norman T. Field, formerly on the sales staff of Metropolitan Sunday Newspapers Inc., New York, has joined Outdoor Advertising Inc., New York, as an account executive.


**wanted**

**wanted**

We'd like to talk with a few young, open-minded advertising men in account work, market probing, copy, art—who might savour a little "decentralization" themselves—while living, working nearer almost everything. Write—in confidence—you'll hear back.

**Howard H. Monk & Associates, Inc.**
**Rockford, Illinois**

Mexico-Caribbean Edition (Spanish) 100,000
Brazilian Edition (Portuguese) 60,000
Southern Hemisphere Edition (Spanish) 60,000

# Divide all Latin America into 3 parts?

# ¡olé!

**Announcing—3 separate editions of MECANICA POPULAR—so you can pinpoint the buyer you want in booming Latin America!**

First, a brand new Brazilian edition—MECANICA POPULAR DO BRASIL—published locally, in Portuguese, for this exciting, expanding market.

Second, the Mexico-Caribbean edition serving the area that comprises one of the primary export markets for many firms.

Third, a Southern Hemisphere edition tailored to those firms with manufacturing and marketing interests based on the recognized potential of this important region.

Now, through MECANICA POPULAR's three regional editions you can buy flexibility and pin-pointed coverage. At the same time special combination discounts for using any two or all three of MECANICA POPULAR's regional editions mean greater coverage and sales power for your export advertising dollar.

This new buy is as unique as MECANICA POPULAR itself—the only *combination* trade and consumer magazine in Latin America; the one that reaches the businessman with the *power-to-buy*.

**Starts January, 1960**

Get details from your advertising agency or MECANICA POPULAR representatives now!

# MECANICA POPULAR

LATIN AMERICAN EDITIONS

200 E. Ontario • Chicago 11, Ill. • WHitehall 4-0100

## Researching Growing Teen Market Calls for Non-Adult Slant to Questions,' 'Teen' Finds

LOS ANGELES, Aug. 18—With the growth of the teen population and teen buying power, researchers seeking to define this market are finding techniques used must be different from those in adult surveys.

The target of this research is impressive, as indicated by these estimates: The teen age population of the U.S. was 16,000,000 in 1957, and will grow to 24,000,000 by 1965; current buying power of the 13-19 age group is $9 billion a year.

One recent entry into teen age research activities is the 'Teen National Consumer Board. This organization is now making a monthly mail survey of teen buying habits and attitudes among a rotating list of subscribers to *'Teen*, published by Petersen Publishing Co. The research is conducted by Drs. Ward J. Jenssen and Shoi Balaban Dickinson of Ward J. Jenssen Inc.

Dr. Dickinson reports the teen group has special characteristics which require adjustment of the usual approach. She says that whereas the covering letter in an adult survey frequently emphasizes the "public spirit" or "humanitarian" appeal in seeking respondent cooperation, this is avoided with teen agers.

Instead, the letter seeks to establish a personal relationship between the individual teen receiving the letter and survey form, and the researcher. At one point the letter says: "If it were possible I would come to your home and ask you these questions personally. But since this won't work what with you being some distance away from us here in Hollywood, I want to interview you by mail."

■ Dr. Dickinson points out, "We do not, as we might in an adult survey, ask the teen ager to join with others in giving the information." The use of the "nebulous company 'we' " is avoided. The attempt is made to convey the idea this is an exchange of information taking place between one teen ager and the researcher.

Dr. Dickinson thinks there are a number of reasons this personal appeal is effective, but says, "Sociologically speaking, I think teen agers are sick and tired of being constantly approached and spoken of and to as a group. Very often, the connotations of the 'teen age group' are extremely negative and this is generally resented." She feels respondents find it "refreshing" to be approached as an individual rather than as a member of a group.

Another factor in the approach is the fact the survey represents what is normally considered a strictly adult activity. "One of the major problems that teen agers have in their personal lives is the fact adults vacillate in their treatment of them. In one situation they are required to act like children, yet the next moment they are expected to display adult behavior and judgment."

As a result, when the teen ager is not yet capable of adult behavior in this particular area, he ends up "a failure in their own eyes, as well as in the eyes of the adult." Because of this, extreme care is taken that the survey be structured so the average teen will have no trouble with it.

■ The format of the questionnaire is simple and straightforward. While an adult questionnaire may be set up to obtain later savings in tabulating costs, this aspect is ignored in questionnaire design for teen agers. To make the task of filling out the questionnaire seem easy, fewer questions are put on a page.

The terminology of each question is checked to be certain no words are used which will be beyond the comprehension level of the lower age ranges of respondents. An example of this is a question on movie attendance. Adults might be asked: "Do you usually see first-run movies?"

For teen agers, the question is phrased: "Would you say you usually see a movie . . . when it first starts playing in your city, or when it comes back later to another theater?"

An instance of the necessity for careful distinction in terminology arises from the concept of leisure time. To many adults, leisure time refers to non-working hours, whether these be spent in other types of work or not. To teen agers, leisure time, on the whole, refers to lack of activity. Teen agers may exclude entirely consideration of activities which adults would consider leisure activities, Dr. Dickinson says.

She reports structuring questions from which measurements or projections are planned is also quite different in working with teens than with adults. Adults can give quite accurate estimates of expenditures or consumption of a product over a long period of time. This is difficult for teen agers.

■ Dr. Dickinson says adults can easily and accurately record how many soft drinks they consume in a week, or how many suits they buy a year, but with teen agers it's more accurate to ask how many soft drinks they had yesterday. "Time perspective varies greatly between the two groups and we try always to keep this in mind," she said.

There may be other ways to ap-

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

THE
MAGICAL
WORLD OF
BUSINESS
IS WHAT
THE WALL STREET JOURNAL
IS ALL ABOUT

©Dow Jones & Company, Inc. 1959

proach teen age research but the 'Teen National Consumer Board is satisfied with its results. Said Dr. Dickinson: "On a normal mail survey, 10% would not be bad, and 20% is often possible. In a specialized group, a return of as high as 30% is not unusual. But our surveys to date have consistently come up with a 50% to 60% return, with 90% of the responses within the first 10 days." #

### Eanes Gets Three Accounts

Cabell Eanes Inc., Richmond, has added three new accounts. They are the Automobile Club of Virginia, Richmond; Gray Products Co., Waverly, Va., and Smithfield Ham & Products Co., Smithfield, Va. Cavalier Advertising Agency is the former agency for Smithfield Ham.

### Washington Names Sellars

Lee T. Sellars has been appointed director of advertising and public relations of Washington Steel Corp., Washington, Pa. Mr. Sellars has been a public relations consultant for the past 12 years, working with basic steel producers in the Pittsburgh district.

## Vive la French! Shop's New Owners Freeze 'Stable' Name

(Continued from Page 3)

work, resigned from the agency to spend more time on NAAN.

Not long after, Mr. Shields resigned as president and board member for reasons of health. In February of this year, Mr. Bayer, who had been a vp, was elected president. At about the same time Messrs. Bayer, Press, Stockton and Etling took control of the agency.

In the six months since then, says Mr. Bayer, the principals carefully examined the whole name-change situation before making what could be the change-to-end-all-changes announced this week.

■ Thus, Oakleigh French, while still active in NAAN, joins the legion of prominent admen whose names are on doors they won't be found behind (AA, Feb. 24, '58). Notable among these are J. Walter Thompson, who gave it all up in 1916, figuring his shop had hit its peak; N. W. Ayer, who never had anything to do with advertising anyway but whose son started the shop at 21 and needed stability in the name, and Emerson Foote, who isn't at Foote, Cone & Belding, but is a senior vp with McCann-Erickson. #

### NTA Sells KMSP-TV to 20th Century-Fox

National Telefilm Associates, New York, tv film distributor, has sold KMSP-TV, Minneapolis, to Twentieth Century-Fox Television, New York, for $3,500,000 in cash, plus $600,000 in film commitments owed by the station.

NTA recently acquired tv distribution rights to 160 pre-1948 motion pictures from Twentieth Century-Fox Film Corp. Included were such films as "The Razor's Edge," "Grapes of Wrath," "Blood and Sand" and "Seventh Heaven." NTA has been the major tv distributor of Twentieth Century since May, 1956.


UNFOLD a copy of any day's Wall Street Journal and in a matter of moments the crackle and crispness of its broad pages signal the excitement of business. It takes the reader on a mental journey to the factories and mills . . . through the smoke and red heat of open hearths . . . the giant rail and airline terminals . . . the paneled offices and the plain . . . to the mines . . . ship yards . . . banks . . . and buildings—wherever you find business and industry . . . wherever you find creative people creating.

Here is the up-to-the-minute news about businesses and the people in them . . . their successes and setbacks—the profit-making ideas that create the magic of every day. This is the kind of news that is necessary *right now*. To miss it could be costly. To know, could mean the *difference* to an entire industry or company enterprise.

Useful? Indeed it is. Every time they are asked, executives everywhere elect The Wall Street Journal "the most useful one" among all magazines and newspapers. Useful to advertisers, too. For The Journal's daily content—news and advertising—gives you practical ideas... the most important ingredients in any profitable business today.

**COMING SOON!** New research about the reading preferences of executives identified with companies worth $1,000,000 or more! Prepared by Erdos & Morgan, prominent independent marketing specialists, utilizing the new Dun & Bradstreet "*Million Dollar Directory*." For an early copy of this report, write or phone the Advertising Department of your nearest Wall Street Journal office.

THE WALL STREET JOURNAL
What's News—
All over the U.S.A. . . . and every time Executives say:
"THIS ONE IS THE MOST USEFUL ONE,"
when comparing all Newspapers and Magazines.
Published at:
Eastern Edition NEW YORK & WASHINGTON, D. C.
Midwest Edition CHICAGO
Southwest Edition DALLAS
Pacific Coast Edition SAN FRANCISCO

*an outstanding insurance executive says:*

**"Bloomington-Normal Offers Many Unique Advantages to New Industry"**

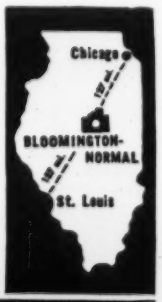
"When State Farm Insurance was founded in this community 37 years ago, there was little thought given to the transportation facilities, the labor market or any of the other problems that face large corporations. As we grew, we found Bloomington-Normal capable of meeting our rapidly expanding needs. Today this area is a sound and growing center of industry as well as agriculture, meeting the requirements of several large organizations."

"Soon ten insurance companies, including the three State Farm Companies, will be headquartered here. Their large female clerical employment count also means a ready pool of male talent—husbands, brothers, fathers, sons—a labor market ideal for industries looking for new locations."

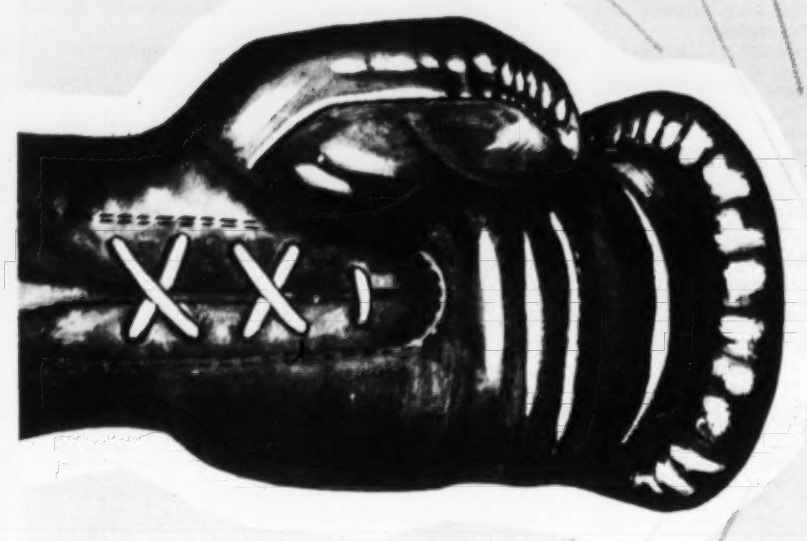
Adlai Rust
CHAIRMAN OF THE BOARD
State Farm Insurance Companies

*it's a fact!*

Your advertising in the Pantagraph assures coverage of the 5th largest automobile market in Illinois. (Excluding Chicago)




THE Pantagraph
BLOOMINGTON-NORMAL ILLINOIS
FULL COLOR NOW AVAILABLE



A HARD-HITTING, CONSISTENT WINNER

ALREADY OVER ONE MILLION CLASSIFIED ADS THIS YEAR!

*FEW NEWSPAPERS IN THE COUNTRY---AND NONE IN TEXAS CAN MATCH THIS RECORD*

*Here's What Result-Producing CHRONICLE CLASSIFIED SUCCESS Means for Your Advertising*

The best measure of a newspaper's pulling power is the number of classified ads it publishes! When the public gets classified results from a newspaper, it remains loyal to that newspaper. And in Houston, the public reads and has confidence in the Houston Chronicle!

*OVER A MILLION CLASSIFIED ADS SO FAR THIS YEAR---*

FAR MORE THAN BOTH OTHER HOUSTON NEWSPAPERS COMBINED!

*PLACE YOUR ADVERTISING IN THE CHRONICLE—IT GETS RESULTS!*

THE HOUSTON CHRONICLE

*READ BY MORE HOUSTONIANS THAN ANY OTHER NEWSPAPER*

*THE BRANHAM COMPANY—National Representatives*

## Sheep Council Exec Raps Farm Bureau on Ad Fund Referendum

(*Continued from Page* 2)

Section 708 of the National Wool Act will be continued.

This section provides for the self-help promotion program which is directed by the Sheep Producers Council. The Farm Bureau contends that the money spent on advertising and promotion by the council has been "ineffective."

Ballots will be sent out next month and sheep owners will be asked to vote on whether or not to continue the present system of diverting 1¢ from the price of every pound of wool sold by the sheep owner.

■ The council, which has headquarters at Denver, has been spending some $1,300,000 to promote lamb consumption and $974,000 to urge the purchase of wool products.

"The Farm Bureau," Mr. Josendal charged, "is trying to put us out of business and has used half-truths and misleading interpretations of sheep and wool production figures to attack the referendum."

Mr. Josendal also heads the National Wool Growers' Assn., and joined with Lester Stratton, Wentworth, S. D., president of the National Lamb Feeders Assn., in urging support of the "yes" vote.

"The Farm Bureau," Mr. Josendal asserted, "succeeded in killing off the self-promotion national advertising efforts of the beef and pork producers. Now they are trying to do the same thing to the sheep producers."

■ In a widely circulated pamphlet the Farm Bureau has charged that the producers council "has failed in its mission" since it was created three years ago and that (1) sheep and wool production and lamb consumption have slumped; (2) beef prices have gone up more than lamb prices, and (3) wool prices have dropped while use of synthetic fibers has risen.

"What the Farm Bureau has failed to make clear," Mr. Josendal said, "is that for the period cited the world market for sheep and wool has been depressed. There has been a sharp upsweep in production and consumption this year, which can be credited to the advertising and promotion efforts of the council.

"The Farm Bureau," he continued, "is opposed because the ad campaign is financed by contributions from all who participate in the government's price support program and the assessments are deducted from the support payments."

Potts-Woodbury, Kansas City, is agency for the council. #

### *Westinghouse, Kroger Plan New 'Cook of Year' Contest*

Westinghouse Electric Corp. and Kroger Co. will cooperate again this coming fall and next spring in running a Junior Cook-of-the-Year contest for teen agers. The two companies ran such a promotion last year for the first time.

Entry blanks for the contest will be available at Westinghouse dealers between Sept. 21 and Nov. 21. In last year's contest some 9,000,000 entry blanks were distributed, according to Westinghouse. The grand prize for the forthcoming contest is $5,000 plus a trip to Europe.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

"Western Union **Telegram-Plus Service** opened everyone's eyes to my sample and my selling message."

Promote your promotion to the fullest! Western Union Telegram-Plus Service will deliver an attention-getting telegram together with your product sample, booklet, printed material, anything . . . to everyone on your list. A two-pronged attack! Simply supply the message, list, and material . . . Western Union will do the rest.

WIRE US COLLECT for complete details. Address: Western Union, Special Services Division, Dept. A-4, New York, N. Y.

# Laundry Institute PR Push Seeks Feminine Image

(Continued from Page 2)

promotion job needed, the institute is now emphasizing the pr approach.

The current move to change the industry's image stems from motivation research conducted by Alderson & Sessions, Philadelphia. Its study concluded, in belief, that:

1. Women have uneasy feelings about dealing with commercial laundries.

2. They think laundering is woman's work.

3. They usually have to talk to men about the service and don't feel they're "getting through."

4. They react badly to service terminology used by laundries (i.e., mildew, stains, odor, spotted, smudge, rough dry, wet wash, damp flat).

5. They would rather have more feminine characteristics associated with the treatment of something as personal as the family's clothing.

■ AIL's pr program is designed to help laundries take on this feminine appearance. It's sending out a series of booklets to its laundries urging them, among other things, to change their trade language from expressions like "hand iron service" ("Not good. 'Iron' suggests rough handling.") to "hand pressed"; from "flat fold" or "flat work" to "fluff fold" or "luxury fold."

An AIL booklet called "Such language!" (AA, March 9) goes into this choice of words business fairly deeply, offers specific criticisms of common trade words and expressions, lists words that offend and other words that are pleasing, still other words that have selling power.

Another phase of AIL's feminizing program urges laundries to develop feminine voices to answer the office phones and reflect a single feminine personality for the whole company. The same applies to a female voice for broadcast ads.

Also involved in the change is the company's print advertising, its stationery and all printed matter and labels. These, says AIL, should use a lot of white space, thin lettering, delicate designs and layouts. "Black not only suggests dirt," says AIL, "but black ink actually is dirty and comes off on hands and cuffs."

Gray & Rogers, Philadelphia, is the pr agency handling the program for AIL.

■ A number of laundries have already put some of these ideas to work, Gray & Rogers reports. In Lakeland, Fla., the Lakeland laundry and cleaners hired an attractive blond mother of five who is a popular radio personality to be its "voice." Using the name Polly Prim, she appears before women's groups to talk about the laundry's services.

In Montgomery, Ala., Capital City Laundry uses a tv personality, Mrs. Cathryn Wright, as its advertising spokesman. In Cedar Rapids, Ia., Troy Laundry has become the Lady Troy Laundry. In Long Beach, Cal., Foasberg Laundry uses uniformed girl car hops at its drive-in laundry operation.

The institute's drive isn't really an assault on its number one competition—home laundry appliances—the institute says. "Research shows that three out of four present users of professional laundry services also own and use home laundry equipment," AIL says.

"The laundrymen are acting successfully on the premise that there is room for both to prosper by serving today's pattern of family. They offer the facilities of the professional laundry as an extension of her own operation, one which gives her valuable help by taking over the more difficult pieces, such as sheets and shirts."

■ And just in case housewives are inclined to feel hesitant about using commercial laundries for reasons of pride, AIL is distributing to consumers, through its member laundries, little booklets explaining the commercial service as an "aid of the housewife." It assures her she "relinquishes none of her prerogatives as a homemaker and shirks none of her wifely responsibilities" by using it.

"Rather," the booklet explains, "she achieves a new freedom from drudgery and becomes a correspondingly better wife, mother, friend and neighbor." #

### *Drever Moves to Myers*

Drever Co., Bethayres, Pa., has appointed Willard G. Myers Advertising Agency, Philadelphia, to handle its advertising. Drever designs and builds industrial furnaces for all types of metal treating, ammonia dissociators and other atmosphere equipment.


**Magi-Copy FOTOSTATIC Service**
A new Duplicating Process
Lowest cost copies of *anything* — letters, layouts, tearsheets, presentations, statistics, reports, clippings, etc.
FREE OFFER (AA)
10 copies—8½ x 11" of Any One Master. Absolutely Free—no obligation. Send this ad with your Master. Offer good until September 5, 1959. (Limit one to a customer.) Receive also free price list.
ALFRED MOSSNER CO.—Chicago
108 W. Lake St. FRanklin 2-8600



**WSM**
(Established 1925)
**THE JOHN BLAIR STATION**
**Basic NBC Affiliate**
NAB

Rates effective March 1, 1959.
Rates received March 2, 1959.
Owned and operated by WSM, Inc.
**Personnel**
President—John H. DeWitt, Jr
General Manager—Bob Cooper.
Promotion Manager—Mrs. Trudy Stamper.
**Representatives**
John Blair & Company.
**Mailing Instructions**
Business Office and Studio—National Bldg., Seventh Ave., and Union St., Nashville 3, Tenn., telephone Alpine 4-5856.
Transmitter—Located 12 miles in the country.
**Wave—Power—Time** Operating power—50,000 watts.
Frequency—650 kilocycles.
Non-directional.
Licensed to operate on clear channel full time
Operates on Central Standard Time.
Operating schedule:———.
**Agency Commission**
15% to recognized agencies on net charges for station time and talent. No commission on line charges. No cash discount. Bills due and payable on or before the 15th of the month following that in which the broadcasting is done.
**General Advertising**
For combination rates see NBC Radio Network.
Advertising of alcoholic beverages not accepted.
No periods sold in bulk for resale.
Station rates and talent charges subject to change without notice.

CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)

| | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|---|---|---|---|---|
| 1 time | 420.00 | 275.00 | 180.00 | 115.00 |
| 52 times | 409.50 | 268.13 | 175.50 | 112.13 |
| 104 times | 399.00 | 261.25 | 171.00 | 109.25 |
| 156 times | 388.50 | 254.38 | 166.50 | 106.38 |
| 208 times | 367.50 | 240.63 | 157.50 | 100.63 |
| 260 times | 346.50 | 226.88 | 148.50 | 94.88 |
| 312 or more times | 315.00 | 206.25 | 135.00 | 86.25 |

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

| | | | | |
|---|---|---|---|---|
| 1 time | 210.00 | 137.50 | 90.00 | 57.50 |
| 52 times | 204.75 | 134.06 | 87.75 | 56.06 |
| 104 times | 199.50 | 130.63 | 85.50 | 54.63 |
| 156 times | 194.25 | 127.19 | 83.25 | 53.19 |
| 208 times | 183.75 | 120.31 | 78.75 | 50.31 |
| 260 times | 173.25 | 113.44 | 74.25 | 47.44 |
| 312 or more times | 157.50 | 103.13 | 67.50 | 43.18 |

CLASS "C"
(6:00 a.m. to 7:00 a.m.)

| | | | | |
|---|---|---|---|---|
| 1 time | 157.50 | 102.75 | 67.50 | 43.15 |
| 52 times | 153.56 | 100.18 | 65.81 | 42.08 |
| 104 times | 149.62 | 97.61 | 64.12 | 41.00 |
| 156 times | 145.69 | 95.04 | 62.44 | 39.91 |
| 208 times | 137.81 | 89.91 | 59.06 | 37.78 |
| 260 times | 129.94 | 84.77 | 55.69 | 35.60 |
| 312 or more times | 118.12 | 77.06 | 50.62 | 32.36 |

CLASS "D"
(11:00 p.m. to 6:00 a.m.)

| | | | | |
|---|---|---|---|---|
| 1 time | 105.00 | 68.50 | 45.00 | 28.75 |
| 52 times | 102.38 | 66.79 | 43.88 | 28.03 |
| 104 times | 99.75 | 65.08 | 42.75 | 27.31 |
| 156 times | 97.13 | 63.38 | 41.63 | 26.59 |
| 208 times | 91.88 | 59.94 | 39.38 | 25.16 |
| 260 times | 86.63 | 56.51 | 37.13 | 23.72 |
| 312 or more times | 78.75 | 51.38 | 33.75 | 21.56 |

ANNOUNCEMENTS
(7:00 a.m. to 9:00 a.m. Monday through Saturday and after 10:30 p.m. Saturday)

| | 1-minute Each | 1-minute Per wk. | Stationbreaks Each | Stationbreaks Per wk. |
|---|---|---|---|---|
| Less than 6 weekly | 55.00 | | 39.00 | |
| 6 weekly | 50.00 | 300.00 | 35.00 | 210.00 |
| 12 weekly | 46.00 | 552.00 | 32.00 | 384.00 |
| 18 weekly | 43.00 | 774.00 | 30.00 | 540.00 |
| 24 weekly | 40.00 | 960.00 | 28.00 | 672.00 |
| 30 weekly | 36.00 | 1,080.00 | 25.00 | 750.00 |

(9:00 a.m. to 10:30 p.m. Monday through Thursday; 9:00 a.m. to 7:00 p.m. and 10:00 p.m. to 10:30 p.m. Friday; 9:00 a.m. to 7:00 p.m. Saturday)

| | | | | |
|---|---|---|---|---|
| Less than 6 weekly | 45.00 | | 32.00 | |
| 6 weekly | 43.00 | 258.00 | 30.00 | 180.00 |
| 12 weekly | 40.00 | 480.00 | 28.00 | 336.00 |
| 18 weekly | 35.00 | 630.00 | 25.00 | 450.00 |
| 24 weekly | 32.00 | 768.00 | 22.00 | 528.00 |
| 30 weekly | 27.00 | 810.00 | 19.00 | 570.00 |

(6:00 a.m. to 7:00 a.m. Monday through Saturday and all day Sunday)

| | | | | |
|---|---|---|---|---|
| Less than 6 weekly | 30.00 | | 21.00 | |
| 6 weekly | 27.00 | 162.00 | 20.00 | 120.00 |
| 12 weekly | 23.00 | 276.00 | 19.00 | 228.00 |
| 18 weekly | 22.00 | 396.00 | 18.00 | 324.00 |
| 24 weekly | 21.00 | 504.00 | 17.00 | 408.00 |
| 30 weekly | 20.00 | 600.00 | 16.00 | 480.00 |

(10:30 p.m. to 6:00 a.m. Monday through Friday)

| | | | | |
|---|---|---|---|---|
| Less than 6 weekly | 20.00 | | 14.00 | |
| 6 weekly | 18.00 | 108.00 | 13.00 | 78.00 |
| 12 weekly | 16.00 | 192.00 | 12.00 | 144.00 |
| 18 weekly | 15.00 | 270.00 | 11.00 | 198.00 |
| 24 weekly | 14.00 | 336.00 | 10.00 | 240.00 |
| 30 weekly | 13.00 | 390.00 | 9.00 | 270.00 |

("Friday Night Frolic"—7:00 p.m. to 10:00 p.m. and "Grand Ole Opry"—7:00 p.m. to 10:30 p.m. Saturday, announcements adjacencies)

| | | | | |
|---|---|---|---|---|
| Less than 6 weekly | 75.00 | | 65.00 | |
| 6 weekly | 73.00 | 438.00 | 63.00 | 378.00 |
| 12 weekly | 71.00 | 852.00 | 61.00 | 732.00 |
| 18 weekly | 69.00 | 1,242.00 | 59.00 | 1,062.00 |
| 24 weekly | 67.00 | 1,608.00 | 57.00 | 1,368.00 |
| 30 weekly | 65.00 | 1,950.00 | 55.00 | 1,650.00 |

IDENTIFICATIONS
50% of applicable 1-minute rate. Minutes, stationbreaks and ID's may be combined for maximum frequency.

SPECIAL FEATURES
News Service—AP, UPI.
Grand Ole Opry—following rates are for both time and talent and are flat, no discounts:
Per 1/2 hour between 7:30 & 10:30 p.m. 500.00
Per 1/2 hour between 10:30 & 11:00 p.m. 300.00
Per 1/2 hour between 11:00 p.m. and 12:00 midnight 200.00
Per 1/4 hour between 7:30 p.m. to 8:00 p.m. and 10:00 p.m. to 10:30 p.m. 275.00
Per 1/4 hr. between 10:30 p.m. and 11:00 p.m. 200.00
Per 1/4 hour between 11:00 p.m. and 12:00 midnight 150.00
"Noontime Neighbors"—Following rates are for both time and talent and are flat—no discounts:

| | Per week 1 tf. | 3 tf. | 5 tf. |
|---|---|---|---|
| 1/2 hour | 200.00 | 525.00 | 800.00 |

News—Monday through Friday:
Class "A", flat per week 480.00
Class "B", flat per week 360.00
Class "C", flat per week 300.00
Class "D", flat per week 240.00

DISCOUNTS
Discounts allowed retroactively on the number of consecutive broadcasts given within a year. Announcements and program periods cannot be combined to earn larger discounts. The above rates are guaranteed for a period of six months from the date of first broadcast or for six months from effective date of any increase in these rates, providing advertising is actually running at the time of effective date of the increase and providing that the broadcasts continue without interruption.
Closing Time
Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance and must conform to policies of station management.

*Reprinted from Spot Radio Rates and Data, July 1, 1959*



*13th largest daytime audience*

**WSM**

The heart of the **WSMpire**

202 counties

Nielsen Coverage Service reports weekly daytime audiences in Tennessee, Kentucky, Alabama, Missouri, Arkansas, Mississippi and Georgia that total half-million radio homes! The 13th largest daytime audience in the nation, largest in the South!

*Pulse-Rated Center of WSMpire 103 counties*

**Largest Pulse Survey Ever Taken**

WSM leads in every rated quarter-hour with an average of well over twice the next station—and in most cases a higher rating than all other stations combined!

| Weekdays | WSM | "B" | "C" | "D" | "E" | "F" |
|---|---|---|---|---|---|---|
| 6 A.M.-12 N | 42 | 23 | 13 | 9 | 7 | 6 |
| 12 N-6 P.M. | 44 | 22 | 12 | 11 | 7 | 5 |
| 6 P.M.-12 Mid | 52 | 18 | 14 | 10 | — | 4 |
| **Saturday** | | | | | | |
| 6 A.M.-12 N | 52 | 17 | 13 | 7 | 6 | 4 |
| 12 N-6 P.M. | 50 | 14 | 13 | 9 | 7 | 7 |
| 6 P.M.-12 Mid | 61 | 14 | 13 | 7 | — | 4 |
| **Sunday** | | | | | | |
| 6 A.M.-12 N | 61 | 12 | 10 | 4 | 9 | 2 |
| 12 N-6 P.M. | 52 | 18 | 13 | 7 | 6 | 5 |

### Wade, Woodward Revamps

Wade, Woodward & Whitman, Westport, Conn., has reorganized its top echelon, moving Royal Whitman II, formerly vp and general manager, to the post of president and chief executive officer. Van Lear Woodward, co-founder and formerly president, has been elected board chairman. Edward R. Wade, for the past four years a vp, has been elected senior vp. Meanwhile, Richard A. Ogden, formerly secretary-treasurer and assistant to the president of Permutit Co., has joined Wade, Woodward as vp, secretary and treasurer. Brevoort Walden has been named vp and copy chief.

### Paul Joins Van Handel

Howard M. Paul, formerly copy chief of Stern, Walters & Simmons, Chicago, has been named marketing coordinator of Van Handel Advertising Agency, Milwaukee.

## 'News-Call-Bulletin' Will Set New Rate Nov. 1; Names Admen

SAN FRANCISCO, Aug. 19—A new national advertising rate will be announced Nov. 1 for the *San Francisco News-Call-Bulletin*, created by the recent merger of the Hearst-owned *Call-Bulletin* with the Scripps-Howard *News* (AA, Aug. 17).

Until announcement of the new rate, according to Wallace Brooks, ad manager of the newspaper, the previous rate of 65¢ a line charged by the *Call-Bulletin* will remain in effect.

■ Don Mason has been named national advertising and sales manager of the new afternoon daily, and O. L. Barker has been appointed national advertising manager. Both were formerly with the *Call-Bulletin*.

Charles Gordon, formerly on the ad staff of the *News*, has been named assistant national advertising manager of the *Sacramento Union*. Paul Stout has joined the retail department of the *Sacramento Bee* and Drew Stevens has joined the *Washington News*. Robert K. Hill, general advertising manager of the *News*, has joined the ad department of the *San Francisco Chronicle*.

Robert Selby, formerly advertising director of the *News*, has been released but has not yet announced his future plans.

## S.F.-OAKLAND GUILD VOTES STRIKE AUTHORITY

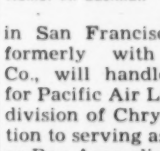
SAN FRANCISCO, Aug. 19—The executive committee of the San Francisco-Oakland Newspaper Guild has been authorized by guild members to call a strike in San Francisco "if necessary to enforce contract demands."

Units of the *Chronicle*, the *Examiner* and the new afternoon *News-Call-Bulletin* voted the authority by a 466 to 70 tally.

Guild unit executives said the merger of the afternoon *Call-Bulletin* and the *News* had nothing to do with the strike vote which is over a demand for a 10% wage increase. Management has offered raises ranging from $2 to $5 a week. #

### Grant Names Eastman in Detroit, Kaufman in S. F.

Grant Advertising, Detroit, has named Homer A. (Ben) Eastman account supervisor on the Chrysler Airtemp account. Mr. Eastman formerly was creative director of Sidney Clayton & Associates, Chicago.



Homer A. Eastman

Grant also has named J. James Kaufman an account executive in San Francisco. Mr. Kaufman, formerly with Campbell-Ewald Co., will handle public relations for Pacific Air Lines and the Dodge division of Chrysler Corp. in addition to serving as consultant to other Bay Area clients.

### Costello Joins Mogge Agency

Thomas K. Costello Jr. has joined the creative staff of Arthur R. Mogge Inc., St. Louis. He formerly was an account executive with Robert Luckie & Co., Birmingham.


Third largest nighttime audience in U. S.

pire

One out of Every Ten Americans!

One-tenth of the population of the entire United States lives in the 766 Counties that make up the WSM Nighttime Radio Market. This intensely loyal audience represents a market of such size and buying power that it must be reached by any advertiser desiring to sell the Central South.

Check Pro Rata Cost per W S M State Coverage

Pro Rata Cost Per State
Weekly Daytime Audience

Pro Rata Cost Per State
Weekly Nighttime Audience

W S M ... Day or Night delivers extensive coverage throughout the entire Central South. This coverage, plus WSM's unprecedented live programing, Grand Ole Opry talent, and farm service offers the advertiser a sales tool of extraordinary effectiveness at low cost.

WSM MARKET DATA based on Nielsen Survey (SRDS Consumer Markets)

| STATE (No. of Counties) | POPULATION | % of STATE | CONSUMER INCOME | TOTAL RETAIL SALES |
|---|---|---|---|---|
| Alabama (51) | 1,908,600 | 59% | $ 2,212,073,000 | $ 1,387,541,000 |
| Arkansas (50) | 836,000 | 47% | 926,623,000 | 653,022,000 |
| Florida (34) | 584,700 | 13% | 454,654,000 | 542,377,000 |
| Georgia (105) | 1,425,300 | 37% | 1,433,944,000 | 1,010,829,000 |
| Illinois (21) | 341,700 | 3% | 435,654,000 | 280,191,000 |
| Indiana (8) | 165,300 | 4% | 236,009,000 | 143,625,000 |
| Iowa (3) | 44,900 | 2% | 60,775,000 | 45,329,000 |
| Kansas (4) | 65,000 | 3% | 75,518,000 | 80,125,000 |
| Kentucky (98) | 1,874,900 | 61% | 1,988,029,000 | 1,238,691,000 |
| Louisiana (22) | 589,800 | 19% | 558,225,000 | 340,874,000 |
| Mississippi (62) | 1,291,600 | 59% | 1,079,304,000 | 791,147,000 |
| Missouri (62) | 1,013,600 | 24% | 1,109,714,000 | 911,098,000 |
| Nebraska (9) | 74,600 | 5% | 103,690,000 | 84,308,000 |
| No. Carolina (46) | 1,551,800 | 34% | 1,669,137,000 | 1,112,908,000 |
| Oklahoma (19) | 306,800 | 13% | 333,737,000 | 242,498,000 |
| So. Carolina (23) | 872,900 | 36% | 980,782,000 | 639,443,000 |
| Tennessee (83) | 2,106,300 | 60% | 2,505,453,000 | 1,664,295,000 |
| Texas (15) | 341,400 | 4% | 422,311,000 | 385,858,000 |
| Virginia (21) | 717,800 | 18% | 643,588,000 | 493,003,000 |
| West Virginia (28) | 752,800 | 38% | 862,885,000 | 470,213,000 |
| Wisconsin (2) | 22,200 | 1% | 25,718,000 | 18,927,000 |
| TOTAL | 16,888,600 | | $18,117,823,000 | $12,536,302,000 |

(based on Nielsen Coverage Service Survey #2—areas in which WSM has reportable day, or night market coverage; SRDS 1/1/59 Consumer Market Data)

WSM
Clear Channel 50,000 Watts
Bob Cooper, Manager
REPRESENTED BY
JOHN BLAIR & COMPANY
owned and operated by
The National Life and Accident Insurance Company

the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET ANDERSON MARLIN, INC.
- CARNAHAN HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT JACOBY STUDIOS, INC.
- KLING BIELEFELD STUDIOS, INC.
- KOOPMAN NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE WRIGHT STUDIOS
- WHITAKER GUERNSEY STUDIO, INC.

aasc 1000 advertising artists SERVICE-DEPENDABILITY-INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

TYPE POINTS THE WAY

In most ads or collateral pieces, it's the type that makes the selling point, tells the sales story. Type buyers know this well and that's why more and more of them are specifying Service Typographers. You get the benefit of many years of experience combined with the skill and craftsmanship that makes a better job through guaranteed quality.

where typesetting is still an art

SERVICE TYPOGRAPHERS, INC.

733 S. WELLS STREET CHICAGO 7, ILLINOIS PHONE: HARRISON 7-6660

## Pilot Study Assesses Reader's Image of 'Post,' 'Life,' 'Digest'

CHICAGO, Aug. 18—A pilot study on the reader's image of three consumer magazines has been completed, using a new method, by Bolger Co., consultant in "image evaluation."

Residents of Wichita, Kan., were used for the survey, which covered *Life*, *Reader's Digest* and *The Saturday Evening Post*, and also two Wichita dailies, the *Beacon* and *Eagle*.

Bolger has developed a "Media Image Profile"—a circular graph divided into 32 segments, each one representing a trait (lively, thought-provoking, unbiased, etc.). Results of the surveys were charted on acetate overlays, which, when placed on the circular chart, show to what degree people feel the magazine possesses each trait. Plottings for two or more magazines can be juxtapositioned on the chart, thus giving quick comparatives.

■ The 32 words which Bolger uses to describe magazines were boiled down from some 52,000 words in "Roget's International Thesaurus." First the words were divided into 109 synonym groups. The number of groups was then reduced to 32, and finally the word most representative of each group was chosen.

In conducting the survey, Bolger used 32 cards containing the words, plus a brief description of the word. Readers were asked to place each card in one of six categories—definitely yes, probably, probably not, no, or definitely no. Number valuations ran from —150 to +150.

The readers were also asked to use the same type of ratings to indicate to what degree an ideal general magazine should contain these 32 qualities.

■ Results showed that in most instances none of the three magazines reached the ideal. In several instances, however, one or more magazines exceeded the composite ideal. For example, *Life* was considered more lively than the ideal; both *Life* and *Post* were seen as more interpretative; the *Post* was listed as more opinion-making than the ideal average; all three were considered more varied than a magazine need be, and the *Digest* was seen to be more homespun than the ideal.

The same situation held true in charting the survey of the *Eagle* and *Beacon*: In most cases the dailies fell short of the ideal. However, they were both seen as more dynamic than need be for the ideal paper, and both were rated much more emotion-stirring than the ideal.

A pilot study along the same lines was also conducted among regular television viewers in Wichita. Using the same 32 words, the viewers were asked to rate the shows they watch, and then list their values for the ideal tv programs. In all 32 categories, the shows fell short of the ideal. #

("MUSIAL BELTS
KAZUHISA 'SUPERMAN'
INAO'S PITCH
6000 MILES!")

ミュージル稲尾の速球を猛打

—It came in low and inside over home plate at Korakuen Stadium, Tokyo. And they heard the bat crack in St. Louis! With the Cards on their history-making Far East goodwill tour was former pro catcher Joe Garagiola, now on the sports staff of KMOX Radio.

Joe not only described the games—played against an all-star Japanese team last fall—but followed the Cards from the locker room to the great Kamakura Buddha. In St. Louis, listeners heard outfielder Bobby Gene Smith singing (almost) "Chattanooga Shoe Shine Boy" before a Japanese audience, the Japanese responding (valiantly) with "Shattanooga Soo Sine Boysan," and a not unexpected report from Peiping Radio that an "imperialistic baseball club was exploiting the Orient."

KMOX was the first station in the U.S. to broadcast a complete baseball game played outside North America. It was immensely popular. St. Louisans heard such dignitaries as Secretary of State Christian Herter, Japan's Prime Minister Kishi and South Korea's President Rhee applaud the tour and KMOX's service to international relations in presenting it on radio.

The broadcasts revealed, too, how public service programming—when conceived in human, dramatic terms—can become a vital expression of a station's personality. It demonstrated once again that "The Voice of St. Louis" is more than a slogan; it's a fact. KMOX cares about St. Louis. Listeners know it...appreciate it.

What is true of KMOX is true of all the CBS-Owned Radio Stations: By virtue of their public interest, they have made themselves indispensable to their cities' daily life. In each of seven great markets, the C-O has become so involved in the people's entertainment, information and welfare, that it is unqualifiedly regarded as *the* station.

It is hardly necessary to point out that to the degree a station succeeds, so do its sponsors.

Represented by CBS Radio Spot Sales

WEEI, Boston; WBBM, Chicago
KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis
KCBS, San Francisco

THE CBS OWNED RADIO STATIONS

### Black & Decker Promotes Porter, Apsey, Two Others

G. Harvey Porter, formerly ad manager of Black & Decker's industrial-automotive division, has been promoted to ad manager, succeeding J. F. Apsey Jr., who has been named to the new post of public relations director of the Towson, Md., electric tool manufacturer.

J. F. Apsey Jr.

G. Harvey Porter

James Otradovec, formerly ad manager of the company's export and service operations, has been named assistant ad manager, industrial-automotive division, while Donald F. Reno, formerly ad manager of the hardware division, has been retitled assistant ad manager, hardware division.

### Auto Europe Names de Garmo

Auto Europe Inc. has appointed de Garmo Inc., New York, to succeed Page-Noel-Brown, New York, as its advertising agency. The company is described as the "world's largest organization for renting, leasing and selling foreign cars for overseas delivery." Stowe Bowden de Garmo Ltd., de Garmo's British affiliate, will handle advertising outside the U.S.; de Garmo also has been named to handle advertising for Montego Beach Hotel, Jamaica, W. I.

### Schering Names Beusse

Robert B. Beusse, formerly sales editor, has been appointed promotion aids manager of Schering Corp., Bloomfield, N. J., pharmaceutical company.

# Another product bought–because Outdoor got the last word!

Outdoor strikes while the opportunity is hottest – when people are out where they can respond immediately to your selling message.

Here you give them an exact full-color image of your product just as it appears moments later when they stop to buy.

Outdoor advertising is the shortest distance between telling and selling.

And it sells everybody. This is because everybody goes where Outdoor shows–along the main traffic routes. Among younger urban women, for example, more than 95% remember Outdoor. With teen-agers it's 93%.

Here you reach more customers per dollar – and reach them more often – than in any other medium.

Let an OAI man show you how you may sharpen the impact of a marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal – and at yours – are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated, national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR ADVERTISING INCORPORATED

## Trading Stamp Business Hit $550,000,000 in Volume in '58, Curtis Carlson Says

NEW YORK, Aug. 18—"The trading stamp business is bigger than it ever was. But it's no longer a controversial business. It has become a part of the American way of life.

"In 1958, retailers purchased $550,000,000 worth of trading stamps to distribute to their customers. That was $50,000,000 more than in '57. Indications are that '59 will see an over-all 10% increase over '58. In '56 and '57, when trading stamps were 'hot' and when there was a lot of controversy and publicity about them, total volume was not over $200,000,000.

"Trading stamps are here to stay. And they are the biggest aid to brand name merchandise that has come along in years. Brand name merchandise represents 75% to 80% of all goods listed in trading stamp companies' catalogs."

■ These were some of the points emphasized by Curtis L. Carlson, recently elected president of the Trading Stamp Institute of America, in an interview with ADVERTISING AGE.

Mr. Carlson, who is also president of Gold Bond Stamp Co., Minneapolis, one of the largest advertisers in the industry, stressed the importance of advertising in the development of trading stamp operations.

Mr. Carlson is a staunch believer in advertising. Gold Bond Stamp Co., he said, "allocates 10% of every dollar it takes in for advertising."

In 1957, when Safeway stores reversed its policy of open hostility to trading stamps, following the resignation, two years earlier, of Lingan A. Warren as president (AA, Sept. 5, '55), the Safeway organization took on Gold Bond stamps. During 1958, Gold Bond spent between $6,000,000 and $8,000,000 in advertising to help promote stamps in Safeway markets, Mr. Carlson said, and Safeway itself doubled its newspaper linage during the first 13 weeks of the promotion.

■ Gold Bond Stamp Co. does no cooperative advertising, Mr. Carlson said, but it does supply dealers with mats, suggested copy and other advertising aids if dealers want such help.

The company uses newspapers, outdoor, tv and radio spots and direct mail. Zeuthen, Thomas & Hulbert, Minneapolis, is the agency.

The secret of success in the stamp business, Mr. Carlson admitted, is to have about 15 other merchants or service businesses giving stamps in an area in addition to a supermarket chain. This makes possible a saturation advertising program in a given market area, cuts selling expenses, increases volume and makes substantial profits possible.

■ Gold Bond is now reportedly the number one trading stamp company in Canada, which in itself is an interesting commentary. Since 1902 there has been a Canadian statute restricting the use of trading stamps. But by printing the cash value on each stamp and having redemption merchandise available in grocery stores rather than in redemption centers, it was found possible to do a substantial volume of trading stamp business in Canada. Gold Bond now does business there with 400 supermarkets plus several hundred other businesses.

Mr. Carlson said that while there are probably 300 stamp companies doing business today in the U.S., about nine companies do about 60% to 70% of the total business. He declined to name these companies. However, published data indicates that the major national stamp operators are Sperry & Hutchinson, Gold Bond, Top Value, Triple-S, Merchants' Green, Gold Bell, Blue Chip, Eagle and King Corn. There are also a number of regional companies that do a substantial volume.

■ Mr. Carlson stressed that "repeated studies have shown that when stamps go into an area grocery prices come down and advertising linage goes up. When stamps were introduced in Chicago a year ago," he said, "newspaper linage went up 14%, and has stayed up."

He said there are no figures on how much trading stamp companies spend as an industry for advertising. One of the things he hopes the Trading Stamp Institute will do is compile adequate industry statistics.

Within a year, he said, he hoped it would be possible for the institute to start an institutional advertising campaign to publicize such facts as these: That more than 40,000,000 people in the U.S. save trading stamps; that all supermarkets, except A&P and First National stores, give trading stamps; that 95% of trading stamps are redeemed, that brand name merchandise represents 75% to 80% of all goods listed in trading stamp companies' catalogs; that most stamp plans operate on a 2.5% basis, which means that the shopper accumulates 2½¢ worth of purchasing power (represented by ten stamps) for every dollar she spends.

■ On trends, Mr. Carlson believes the next few years will see a concentration of more business among the larger companies, and possibly a rash of mergers, an increased use of stamps by department stores and an experimentation by manufacturers to make use of stamps in new ways. #

CHRISTMAS GIVING YOU A HEADACHE?
How about using a removable Christmas label to make your standard package a *Christmas* package.
Mr. Corsar
Stampagraph Inc., 79 Alexander Ave.
Bronx 54, New York
Mothaven 9-2742

### TelePrompTer Will Handle Army Auction Via Closed-TV

TelePrompTer Corp. will conduct the first closed circuit tv auction of government surplus equipment for the Army Quartermaster Corps Oct. 7. The eight-hour sale will originate from the Granite City, Ill., army engineer depot, the Shelby, O., air force depot and the Philadelphia Naval Ship Yard. It will be beamed to auditoriums in New York, Philadelphia, Chicago, St. Louis, Columbus, O., and Boston.

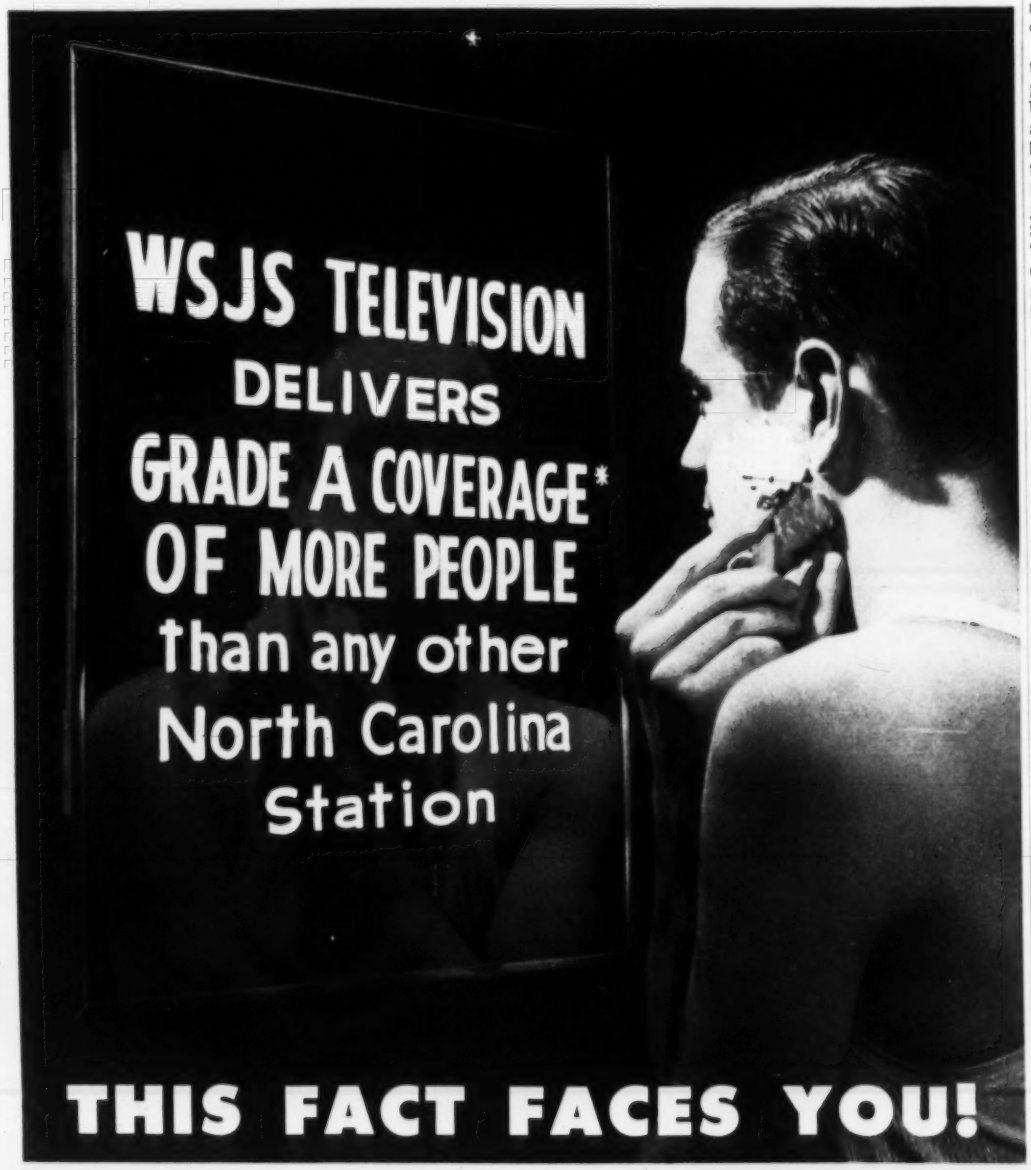
A two-way audio circuit will permit bidders at the six viewing locations to keep in contact with the depots. Property to be sold includes road building machinery, generators, machine tools, clothing, heavy construction equipment, trailers and general engineer supplies.

### Welch, Mirabile Gets Kelmar

Kelmar Mfg. Co., Baltimore, producer of groundings for electronic and electrical marine equipment, has named Welch & Mirabile, Baltimore, as its agency. Ad plans include monthly insertions in *Boating Industry*, *Motor Boating* and *Popular Boating*, plus direct mail. The company formerly placed its own advertising.

### Arizona Agency Changes Name

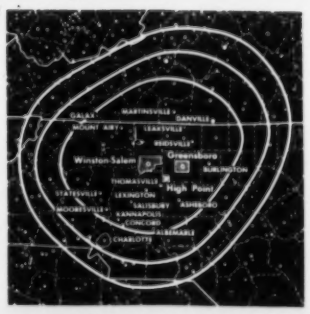
Advertising Associates, Phoenix, will become McCutcheon & Patton Advertising, effective Sept. 1. The agency is planning expansion of its Phoenix office.




PROOF:

In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.

*

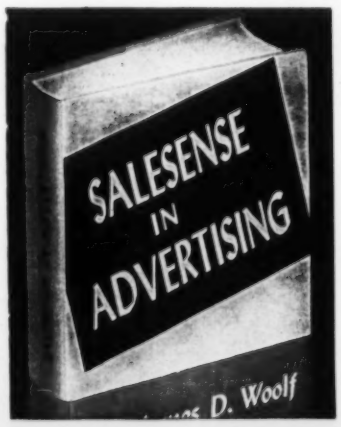



WSJS television
Winston-Salem / Greensboro

NBC AFFILIATE
CHANNEL 12
Call Headley-Reed, Reps.

135 Woolf articles
in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.



EX-14

# the men behind your Milprint package

They're as different as men can be, but they have one thing in common: the heritage of more than half a century of experience that is Milprint's alone in the packaging field, and backed by the widest variety of packaging materials and printing processes available anywhere.

More and more manufacturers are sending America's fastest-selling products to market in packages by Milprint. Why don't *you* call your Milprint man — *NOW?*

**Milprint*** INC.

MAKES PACKAGING THAT MAKES SALES

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Printed Rolls, Foil, Cellophane, Glassine, Polyethylene, Saran, Acetate, "Mylar"®, Pliofilm, Vitafilm, Laminations, Extrusions, Folding Cartons, Bags, Lithographed Displays.
*Reg. U. S. Pat. Off.
This insert lithographed by Milprint, Inc.

#2 in a series of informative ads presenting the main findings of an important new survey.

Proof of the unique

**EDITORIAL AUTHORITY**

of

**PARENTS' MAGAZINE**

(ONE OF THE QUESTIONS ASKED IN A NEW QUALITATIVE SURVEY)

"On the subject of the rearing of children and homemaking...in which one of these magazines do you, yourself, have the most confidence in the authority of the articles published?"

How PARENTS' MAGAZINE is evaluated and used by its subscriber-families

*A Qualitative Study*

conducted in consultation with THE ADVERTISING RESEARCH FOUNDATION, INC. by W. R. SIMMONS & ASSOCIATES RESEARCH, INC.

THE ANSWERS:

Parents' Magazine **84%**

All other magazines **16%**

Send for your free copy. Parents' Magazine, 52 Vanderbilt Ave., N. Y. 17

84% of subscribers have more confidence in the authoritativeness of Parents' Magazine's articles, than in articles in all of the other magazines they read.

This is a fact, revealed by the new national interview study made by W. R. Simmons Associates Research, Inc., in consultation with The Advertising Research Foundation.

**This reader confidence, shared by advertisers, is another reason why your products will sell fastest and in biggest quantities, through the pages of PARENTS' MAGAZINE, reaching exclusively biggest-buying families with children.**

COMMENDED PARENTS' MAGAZINE

UPS SALES!

PARENTS' MAGAZINE CIRCULATION GUARANTEE 1,825,000*
* Effective January, 1960

MONTHLY READERSHIP 6,200,000

CHILDREN IN PARENTS' MAGAZINE FAMILIES 4,200,000

2 of 10 reasons why

**MAGAZINES ARE THE BEST AD MEDIA!**

**SELECTIVITY:** Because of their distinctive character magazines select out readers with special interests or special characteristics.

**RELATED EDITORIAL ENVIRONMENT:** In many magazines the editorial content is related to the advertiser's product and provides the perfect setting for the advertising.

PUBLISHED IN THE INTEREST OF ALL MAGAZINE ADVERTISING

Ask Parents' Magazine for a folder on all 10 reasons! 52 Vanderbilt Ave., N. Y. 17.

# Bayuk Schedules $7,000,000 TV Drive, With Emphasis on Sports, for Cigars

(Continued from Page 2)

ican track meet at Franklin Field in Philadelphia, televised over the NBC network.

■ Commercials, filmed in Hollywood and in Florida, are designed to establish cigar smoking as a fashionable, day-to-day practice. A hard-sell approach will emphasize the salient features of the cigars such as shape, mild taste, aroma.

For its higher priced Webster brand, Bayuk will use spots on the Jack Paar show on NBC starting in September. The approach here will be the dignity and distinction of smoking a Webster.

Bayuk's merchandising program ties in the advertising program with the cigar boxes, rather than via special point of sale material. Pictures on box tops of the various sizes and shapes of Phillies cigars depict the particular sports event on which that cigar's commercials are featured.

■ Until recently, all cigar brands have basically enjoyed regional strength. Bayuk, along with its competitors (there are some seven large national cigar manufacturers and about 20 medium-size regional ones) relied mainly on newspapers, backed up by some tv to advertise for special holiday or anniversary occasions.

Last September, Bayuk made cigar history by launching the first consistent saturation advertising campaign ever carried out for cigars. The firm took 80% of the NBC network for its football and basketball sponsorship at that time, then added Friday night Jackpot bowling and went to 100% of the network last January.

■ Preceding the intensive tv campaign, in February, 1958, Bayuk kicked off its saturation advertising drive to solidify its brand strength throughout the entire country, with regional newspaper advertising. Emphasis was on 1,000-line ads run with great frequency.

In September, 1958, simultaneous with entry on network tv, Bayuk went heavily into news, science, men's interest and sports magazines with half and full page b&w ads, with weekly and monthly frequency. This magazine drive carries over into next October, with the exception of the science magazines ads, which will run until December.

Plans for print media for 1960 have not yet been formulated.

During this year, Bayuk discontinued its heavy newspaper schedule but still runs regional advertising in special market areas.

Wermen & Schorr, Philadelphia, is the agency for Bayuk. #

### *South African Agency Reorganizes Exec Lineup*

Bernstein, Wilson & Robinson Ltd., Cape Town and Durbin, South Africa, has reorganized its executive team as part of an expansion program. Jim Tennant has been named creative director, with overall responsibility for agency copy and design. Angus McBride, a designer, has been named studio manager. Peter Holmes, formerly with Legget, Nicholson & Partners Ltd., has been named an account executive and Graham Dold has been named media manager and secretary of the agency.

At the same time, A. W. (Yates) Wilson has retired from the executive board, but will remain a director and will continue to produce art work for the agency. Arthur Bernstein, founder, continues as managing director.

### *'Suburbia Today' Adds Five*

*Suburbia Today* has added five more community newspapers, and now distributes in 184 suburban newspapers. The new additions are the *News*, Gladstone, Mo.; *Dispatch*, Platte County, Mo.; *Press Dispatch*, North Kansas City, Mo.; *East Side Journal*, Kirkland, Wash., and the *Review*, Bainbridge, Wash.

### *Woodlief Named Sales Head*

R. H. Woodlief has been named general sales manager of Brown & Bigelow, St. Paul, Minn. He succeeds R. J. Henderson Sr., who will remain a member of the president's three-man administrative committee.

*The PGW Colonel says:*

We have a brand new yardstick to help you gauge Spot Television Costs more effectively. It's yours — free — for the asking.

*Use the handy coupon.*

PETERS, GRIFFIN, WOODWARD, INC.

250 PARK AVENUE, NEW YORK 17, N. Y.

*Pioneer Station Representatives Since 1932*

Please send me a copy of your SPOT TELEVISION COST YARDSTICK.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

# *GE Ads for New Textured Textolite Use Tactual Appeal*

COSHOCTON, O., Aug. 18—Tactual has been added to visual appeal in an unusual four-page color insert being used this month by General Electric for its new textured Textolite in trade publications.

It invites the reader to "touch this page and feel a revolutionary advance in laminated surfacing."

What the reader touches is a textured surface resembling that of GE's new Textured Textolite. The art treatment is a graceful feminine hand, further emphasizing the texture of the insert. Shown through a die-cut cover, the hand appears to stroke the page.

■ The new textured laminate greatly reduces glare inherent to conventional laminates, and feels softer and warmer to the touch, according to GE. It will be used for wall, door, desk and tabletop surfacing.

Publications in which the ad first appears are *Architectural Record*, *Furniture Manufacturer*, *House & Home*, *Kitchen Business* and *Interiors*. Plan is to extend the introductory program as quantities of the new material reach the market.

"An eye-catching opening ad was sought to match the revolutionary quality of the new product," said Fred Nordsiek, account executive of Brooke, Smith, French & Dorrance, the agency for GE's laminated products department, which is producing the new surfacing.

■ Boyd Bullock, marketing manager for laminated products, describes Textured Textolite as being the result of GE's continuing research and development program. "It will open the door for new applications in many marketing areas not previously using laminated surfacing in quantities," he said, "and will improve many current applications. We expect to use our advertising program to broaden the entire surface laminating field." #

### *Diamond Match Promotes 3*

John J. Kavanaugh has been promoted to sales manager of the book match advertising department and David A. Van Voorhis has been promoted to manager, sales training and promotion, of the Diamond Match division of Diamond Gardner Corp. Richard K. Mersman has been promoted to field manager of the book match ad department, the job formerly held by Mr. Kavanaugh.

### *Tuttle Joins Waxed Paper Institute as Director*

H. MacGregor Tuttle Jr. has been named executive director of the Waxed Paper Institute and the Waxed Paper Merchandising Council, Chicago. He formerly was executive assistant to the president of National Confectioners Assn., Chicago.

### *'N.Y. Times' Boosts Marley*

*The New York Times* has appointed John J. Marley manager of its new office at 2 Carlton St., Toronto. Mr. Marley had been on the *Times'* financial ad staff in charge of Canada financial advertising.

### *Atkins Joins Sweet Agency*

Robert G. Atkins, formerly director of advertising and sales promotion of Whitney Chain Co., has been named an account executive for G. F. Sweet Co., Hartford.

## British Advertisers Not Yet Hep to Teen Spenders: Abrams

LONDON, Aug. 18—It seems that Britain now has teen age consumers, too.

They have money to spend—$14 a week per person—and they account for significant shares of the total expenditure on such sundries as cosmetics, soft drinks, candy, movie admissions and phonograph records.

The dimensions of this market are delineated in a new research report, "The Teenage Consumer," published here by London Press Exchange.

Dr. Mark Abrams, LPE's research boss, finds that while this youth market is a formidable one, old-line British manufacturers have been slow to come to terms with it. To put it bluntly, they simply don't understand this market.

■ Dr. Abrams notes that "prosperous working class teen agers" represent a new phenomenon in British society. These teen agers, he continues, have relied heavily on the U. S. (a country experienced in these matters) in shaping their consumption standards and habits.

"For various reasons," Dr. Abrams says, "it is difficult for the middle-aged British manufacturer to adopt the styles and language and appeals of American manufacturers concerned with the teen age market."

■ Describing the teen age years as "a period of intense pre-occupation with discovering one's identity," Dr. Abrams says:

"In short, teen agers more than any other section of the community are looking for goods and services which are highly charged emotionally. To appreciate this is again something which is not easy for a middle-aged industrialist whose comparable enthusiasms and struggles took place in a world that died 30 or 40 years ago."

Dr. Abrams goes on to cite a survey which indicated that British advertisers have had little success in reaching this youth market. A group of unmarried young women was asked to name as many brands as they could in 12 widely advertised and widely used grocery product lines. Their average score for all 12 product categories was 2.2 brands.

The same survey showed that among housewives under 25 years of age, 60% used the same brands their mothers used—indicating that the family is more influential than advertising. #

### B&B Sends Griffin to London, Moves Beaumont to Continent

Benton & Bowles, New York, is sending Townsend Griffin to London as resident director of Lambe & Robinson-Benton & Bowles. The British agency is a subsidiary of B&B. Mr. Griffin, who will move to London in September, succeeds George Beaumont, who is being shifted to the continent to work with the Dorland Agency of Paris and Brussels, an affiliate of B&B. All three agencies handle Procter & Gamble.

Townsend Griffin

Mr. Griffin came to B&B from the American Petroleum Institute in 1948 as a copywriter. He later became an account executive, account supervisor, vp and member of the plans board.

### Bryner & Walter, New Media Rep Company, Bows

Jack Bryner, formerly with CBS Radio, and Bob Walter, formerly with *Family Weekly*, have established a new media representative company, Bryner & Walter, at 9 E. 45th St., New York. Mr. Bryner was onetime national ad manager of *Collier's* magazine and was also with Fawcett Publications. Mr. Walter was also with Fawcett as eastern ad manager of *True*. The company will handle annuals and paperback representation for Fawcett and Dell Publishing Co.

### 'Fresno Bee' Boosts Sells

Charles Sells has been promoted from office manager to business manager of the *Fresno Bee*, succeeding R. W. Millard, who has resigned. Mr. Sells has been with the *Bee* 33 years.

SOMETHING TELLS ME...

You'll be better off when you

USE THE SERVICES OF

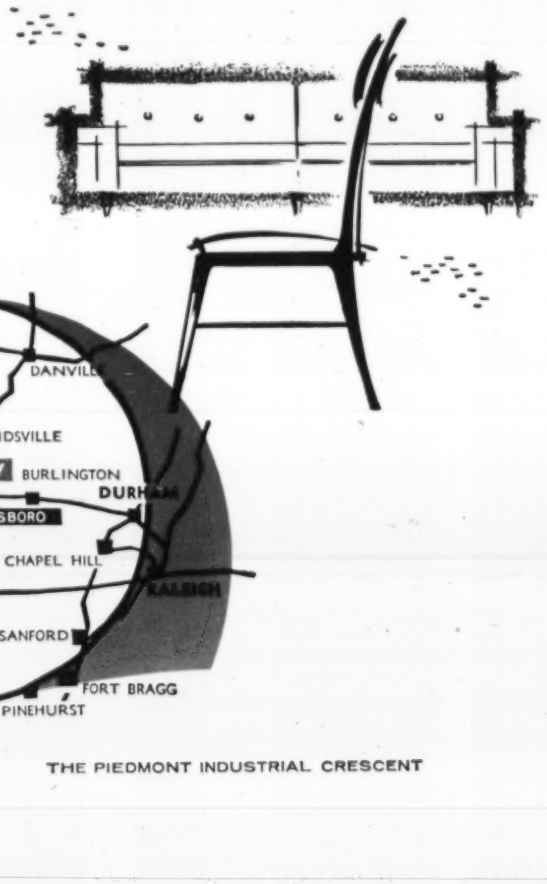
CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1841





THE PIEDMONT INDUSTRIAL CRESCENT

the FURNITURE industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's giant furniture industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 10th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

# Getting San Francisco's...

# UNDIVIDED

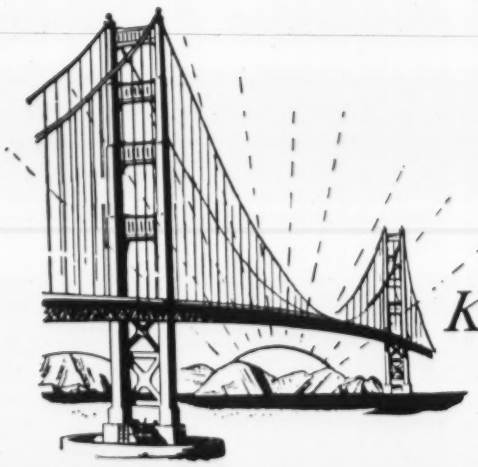
# THE COMBINED

# NEWS-CALL

On Monday, August 10, San Francisco's two evening newspapers, The News and The Call-Bulletin were combined into ONE great Evening newspaper.

It is a consolidation that makes the kind of SENSE that means sales DOLLARS and profits to advertisers.

It solves the advertising problem of covering the important San Francisco market with budgeted dollars quickly, economically and effectively. Now there is only ONE Evening newspaper in San Francisco. This means UNDIVIDED attention for your advertising . . . it means complete



*Key to the Golden Gate . . .*

# NEWS-CALL

# ATTENTION

# BULLETIN

coverage of the Evening field . . . at one economical cost.

It means, also, greater readership for your advertising. The combining of the best features of both the News and the Call-Bulletin into one interest-packed newspaper has created an excitement and intense reader-interest seldom equalled.

May we suggest that you call our national representative, Moloney, Regan & Schmitt for a complete explanation of all the facts and opportunities now available for your advertising in the News-Call Bulletin.

# BULLETIN

*San Francisco's ONE Great Evening Newspaper*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

### Joshua Powers Named

The *South African Practitioner*, a medical journal which circulates in South Africa and other African countries, has appointed Joshua B. Powers Inc., New York, as its North American advertising representative.

**Sell the Inner Circle and you've sold the Conservative Protestant Church Market**

**69,075** Voluntary PAID Readers . . . 96% of whom are pastors and church officers who make buying decisions. "Christian Life" assures high readership because CL goes only to those who WANT IT at $4 a year. Investigate this active and growing market for hundreds of products used for church construction, maintenance and operation. Write for factual brochure.

Over 140,000 Conservative Protestant Churches

A $2 billion Market

**Christian Life**

*The Business Magazine for Church Leaders*

33 South Wacker Drive, Chicago 6, Ill.

### Cities Service Sets 'Eager Beaver' Ad Drive in Chicago

Cities Service Oil Co. (Del.), Bartlesville, Okla., will spend $350,000 on advertising and promotion in the Chicago area during September, October and November to promote its "Eager Beaver" service campaign.

Color pages will run in the four Chicago dailies, with b&w ads scheduled for 36 suburban newspapers. Also slated are 1,400 radio spots and 138 tv spots, plus outdoor and bus postings. Ellington & Co., New York, is the agency.

### ABP Publishes Ad Booklet

Associated Business Publications, New York, has published a booklet, "Businesspapers—The working press," which includes case histories of successful business paper advertising campaigns. Copies of the 32-page booklet are available from ABP, 205 E. 42nd St.

## Mailers Cut Costs, Raise Quality to Beat New Rates: 'AR'

CHICAGO, Aug. 18—A broad search for ways to cut mailing costs has been the major reaction by big mailers to the increase in postal rates that took effect about a year ago, according to a report in the September *Advertising Requirements*.

At the same time, says *AR*, some mailers have taken a broader view of the increased rate problem and invested even more money in a search for greater effectiveness of direct mail.

■ The *AR* report, "How to Beat the Postage Boost" by Robert B. Konikow, *AR*'s managing editor, is based on an *AR* survey of big commercial users of the mails to find out just what they have done to sustain the new costs.

On the cost-cutting side, says Mr. Konikow, the major reaction has been a reduction in the number of pieces sent out, either by reducing the number of mailings or the number on the mailing list, or both.

Those who reduced their lists emphasized, however, the importance of great selectivity in paring down the number of pieces.

Other phases of operations the mailers have studied for cost-reducing possibilities, says *AR*, are mailing room scale accuracy, paper weight, mail class, envelope costs, printing costs, mailing procedures and mail pre-grouping.

Henry C. Cowen of *Look* responded, "There's no time that we haven't been trying to increase returns and decrease cost. There is no one time at which we have been able to take special steps to offset higher postal rates. Believe me, we *always* work on this—and hard."

■ But one Chicago mailer took the view that increased quality of direct mail would produce a greater return from it and thus beat greater mailing costs.

"We spend more money on the mailing by including very unusual attention-getting devices, in some cases using a window envelope with something very attractive showing," he told *AR*. "The physical attention-getters we enclose sometimes cost 10¢ to 15¢ each, but we find that the replies and the direct results of the mailings are so much higher than before that the increased business more than warrants the investment.

"In other words," he said,"instead of trying to cut costs to equal the increased postage, we upgraded the quality and made certain the mail would be read, thus paying for the added cost by better results." #

**MARYLAND CLUB EXPANDS**—*Duncan Coffee Co., Houston, will run ads like this one in Minnesota newspapers when it introduces its Maryland Club brand in that state this fall. The brand also will go into Colorado. Clay Stephenson Associates, Houston, is the agency.*

**What the RED RIVER VALLEY Sells and BUYS Through THE PACKER is "No Small Potatoes!"**

Remember the Red River Valley—*of the North*—the richly prospering, highly mechanized 21-county potato-growing area of North Dakota and Minnesota! Here, where choice Red River Reds, Whites and Russets grow, folks farm big—and buy big! From years of *selling* through The Packer, they have learned to *buy* confidently the equipment and supplies advertised in The Packer's pages.

Can you—if you manufacture farm vehicles, machinery or equipment—ignore quotes like these from a recent survey of Packer subscribers?

"...owns $100,000 worth of farm machinery, all on rubber..." *(25-year Packer reader)*

"...has $150,000 in farm machinery on rubber, replaced every 3 to 5 years..." *(25-year Packer reader)*

"...firm spends $50-$60,000 a year on new equipment or replacements..." *(15-year Packer reader)*

"...buys at least $30,000 in farm machinery a year..." *(29-year Packer reader)*

Or, the fact that the survey of 15 key Packer subscribers—among the 268 in the Valley, averaged gas and oil purchases of over $9,343 yearly!

Yes, remember the Red River Valley's huge buying power—and that the best way to *reach* the Valley's influential buyers is in the pages of The Packer. The key growers and shippers read it regularly: of the 15 surveyed, one had been a subscriber 50 years, another 40 years—the average readership for the group was 28.3 years. In The Packer, your product is presented favorably, weekly, to not only the 268 subscribers but also to their friends throughout the Red River Valley through readers' recommendations. For example, the 15 key men surveyed actually farmed a total of 35,290 acres—but influenced purchasing decisions on a total of 161,230 acres!

Bag plus profits in this "big potato" market, by promoting your product in the pages of The Packer—your favorable introduction or reminder to the key men in growing, shipping and marketing in the Fresh Fruit and Vegetable Industry throughout America.

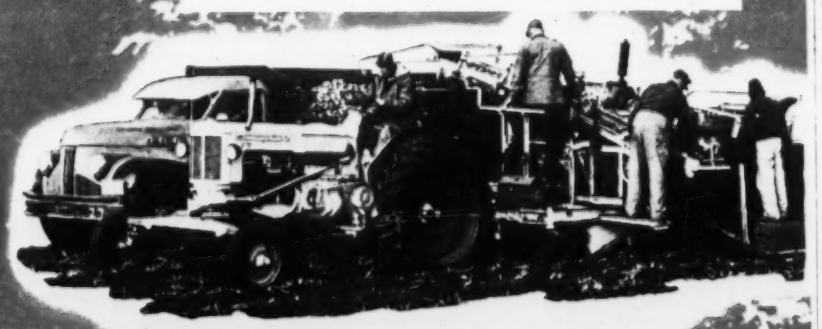
**HOW IS THIS FOR BUYING POWER?**

Figures compiled from a current survey of 15 key growers-shippers in the Red River Valley of the North, on equipment and supplies bought or purchases influenced:

| MECHANIZED UNITS | AVERAGE PURCHASES MADE OR INFLUENCED |
|---|---|
| TRACTORS | 40 |
| TRUCKS | 59 |
| SPRAYING/DUSTING | 31 |
| FERTILIZING | 52 |

| SUPPLIES—Value | YEARLY AVERAGE |
|---|---|
| Insecticides | $ 5,679 |
| Fertilizers | $12,536 |
| Bags | $22,500 |
| Seed Potatoes | $14,071 |

For full details, write The Packer for folder, "Remember the Red River Valley."



**ABP The PACKER ABC**

*Newspublication of the Fresh Fruit and Vegetable Industry*

201 Delaware Kansas City, Mo.

### 'Electronic Technician' to Carry Maintenance Magazine

Beginning in January, 1960, *Electronic Technician*, published by Electronic Technician Inc., New York, will carry in part of its press run a new publication called *Industrial Electronic Maintenance*. The new magazine will be bound into a special split-run edition of *Electronic Technician*.

Aimed at reaching industrial electronic maintenance specialists, the new magazine will go to only 12,000 of *Electronic Technician's* 83,953 subscribers. Regular rates will apply to all editions of *Electronic Technician*, while special rates will apply to advertisers in *Industrial Electronic Maintenance* only.

# *Free Press Circulation Now* **497,799** *Daily*

**A GAIN OF 45,008 FOR 2ND QUARTER OF '59 OVER '58**

The Detroit Free Press, Michigan's fastest growing newspaper,
racked up a daily circulation increase of 45,008
for the three month period of April, May and June, 1959,
over the same period a year ago.
These gains bring total daily circulation
to an impressive 497,799*
—highest ever reported by The Free Press
or any other Detroit or Michigan newspaper.
Sunday Circulation of The Free Press is up, too
—up 32,004 for the same period
to another all-time high of 527,119!
The Free Press—Michigan's only morning newspaper—
is *unduplicated* in the morning;
it gets the *undivided* attention of the
largest daily audience in Michigan newspaper history!

**ABC Publtsher's Interim Statement for the three months ending June 30, 1959.*

## The Detroit Free Press

REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY

*In Michigan, you see the friendly Free Press everywhere!*

### PAAA Picks MacColl-Riley

Premium Advertising Assn. of America, New York, has appointed MacColl-Riley Associates, New York, to handle public relations.

### Hastings Joins Fawcett

Hal Hastings, formerly with *Catholic Digest*, has been named manager of direct mail of Fawcett Publications, New York.

### Beer to Smith/Greenland

Mel Beer, formerly an artist with Clairol Inc., has joined the art department of Smith/Greenland Co., New York.


Ask the man who gets around...

**WDBJ is one of the best buys in television . . . anywhere!**

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, WEATHER SPECIAL and LATE EDITION at 11:00 PM nightly delivers viewers for $1.14 per M on a 5 Plan; 90 cents on a 10 Plan.* This receptive audience is almost totally adult. Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at WEATHER SPECIAL and LATE EDITION and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

IRISH AND NEW—*A new product, O'Connell's Irish oatmeal bread, has been introduced in the Yakima, Wash., area by Eddy Bakeries Co., Helena, Mont. Two-color half pages in Yakima dailies, smaller ads in weeklies, plus spot radio and tv are being used. Sage Advertising Service, Helena, is the agency.*

## Beer Drinking per Capita Down Again: Brewers Foundation

NEW YORK, Aug. 18—Annual per capita beer consumption in the U.S. has dropped to its lowest level since 1942—15 gals.—the "1959 Brewers Almanac" reports.

The 1958 brewing industry figures, published by the U.S. Brewers Foundation, show that last year was the 11th straight year that the per capita consumption figure has gone down (or remained unchanged, as happened in 1951 and 1952). The high point from which the decline started was 1947 when the per capita consumption was 18.4 gals. The industry's biggest year since repeal was 1945 when the figure was 18.7 gals. (it dropped to 17.8 gals. in 1946).

■ The foundation explains this decline as a reflection of the relative decrease within the U.S. population of the beer-drinking public—the percentage of the population between 21 and 59. This age group's percentage of the total population began to change very noticeably about 1950, the report says, when people under 21 and over 60 started to constitute a rapidly growing part of the U.S. population.

Even figured separately, however, the beer-drinking public—between 21 and 59 (and from 18 years in some states)—has been gradually consuming less beer per capita than in the mid-'40s—though the decrease has been neither sharp nor steady.

The per capita annual consumption of the 21-59 years group, the "beer drinkers," was 22.5 gals. in 1958, up 0.1 gal. from 1957. The high tide of consumption for this group was also 1945 when the per capita figure was 26.1 gals.

The estimated total expenditure by U.S. population for beer last year, the report says, is $5.3 billion, up from the $5.2 billion estimated for 1957.

■ Beer consumption by volume of product, which totaled 83,758,112 31-gal. barrels in 1958, has increased in all parts of the country except New England and the Mid Atlantic states. The Mid Atlantic area—New Jersey, New York and Pennsylvania—still consumes more malt beverage than any other area, but its total consumption dropped from 21,444,303 gals. in 1957 to 21,021,756 gals. last year. New England consumption dropped from 5,510,595 gals. in 1957 to 5,375,015 gals. in 1958. #

### Stanley Clague Steps Down From Audit Bureau Board

Stanley Clague, secretary of Modern Hospital Publishing Co., will not continue as secretary and board member of the Audit Bureau of Circulations when his fifth two-year director's term ends next October.

Stanley Clague

Mr. Clague, whose father, C. Stanley Clague, was a founder of ABC in 1914, said he felt it "was time to give others a chance" on the ABC board.

### Lardas & Kirk Gains One

Seaporcel Metals Inc., Long Island City, maker of porcelain products for the construction and marine industries, has appointed Lardas & Kirk, New York, to handle its advertising. The account formerly was handled by Rockmore Co., New York.

### Wesson Joins Pike & Becker

Jerome Wesson, formerly with Fisher Radio Corp., has joined Pike & Becker, New York, as an account executive.

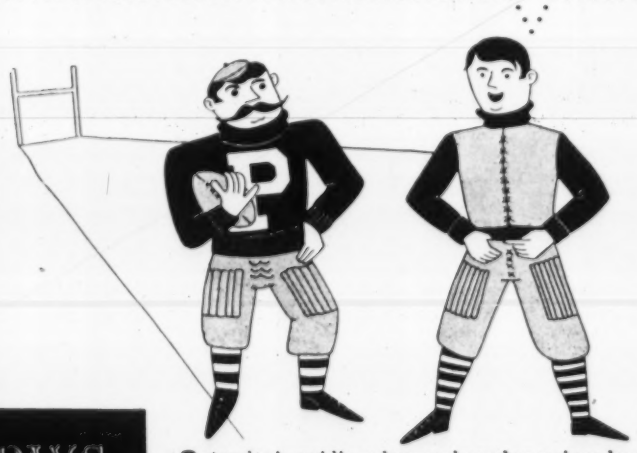
### Haitians Name Bottfeld

The Haitian Tourist Board has appointed Philip N. Bottfeld its coordinating consultant, responsible for counseling on all matters relating to the advertising and promotion of tourism to Haiti. Mr. Bottfeld, who now operates his own marketing and communications company in New York, expects to be spending about 25% of his time in Haiti. He was with Benton & Bowles for five years, serving as account executive on the French Government Tourist Office account. The Haitian Tourist Board currently has no agency.

### U.N. Appoints Molesworth

Molesworth Associates, New York, has been appointed by the United Nations to handle advertising and related services for the "Proceedings of the Second International Conference on the Peaceful Uses of Atomic Energy." The conference was held in Geneva last September and the official English edition of the proceedings will run to 33 volumes.

"Notre Dame? Must be a breather. Never heard of the place myself . . ."



IT PAYS TO KNOW THE ANSWERS

Saturday's gridiron heroes have long since learned that upsets are in store when information is not. The same is true (often with more permanent damage) in television and radio. That's why BROADCASTING has the biggest cheering section of *PAID* subscribers (by far) . . . the most informative scouting reports of all . . . the most timely interception of news, trends, authoritative analyses in the whole business of broadcast advertising. With BROADCASTING coaching latest facts, you have the background to call the plays. Right now you can make a first down by sending $1.75 for 26 introductory weeks of *THE* TV-radio businessweekly!

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

# Brainstorming, Chain of Command, Long Lunches, Bah! Says Paul Getty

NEW YORK, Aug. 18—The richest man in the world, and certainly a highly-successful operator in the uncertain business world, has no use for:

- Brainstorming.
- Three-hour lunches.
- Rigid chains of command.
- Executive timidity.

J. Paul Getty, who owns or controls more than 50 companies (including Tidewater and Skelly Oil), rips into a number of modern business practices in the Aug. 18 *Look*. Here are some of Mr. Getty's assorted jabs and hooks:

• On brainstorming (derisively called "a popular board-room game"), having heard an executive say he got "more ideas than we know what to do with at our brain-storming sessions":

"I can imagine. I can also imagine the chaos that must result in the organization. A firm can handle only so many ideas at a time—and random, free association thoughts tossed out at a conference table can hardly take the place of solid, meaty ideas and plans arrived at by careful thought and study."

• On leisurely executive hours:

"Nothing wrecks an organization's morale faster than the familiar type of executive who comes into the office late, takes a three-hour lunch, then leaves early for a golf-course 'business conference' ... even the office boy knows that business transacted in three hours over a lunch table can be handled in 15 minutes in the office."

• On organization charts and rigid lines of command:

"A sure sign of a low IQ company is one that needs complete organization charts defining rigid chains of command for its management... A dead giveaway that the firm is top-heavy with over-specialized people, who are helpless if called upon to do anything outside the narrow boundaries of their specific assignments."

• He thinks poorly of young executives' unwillingness to accept responsibility, and of their reliance on committee decisions. He thinks it's due to "a feeling of inadequacy on the part of executives, plus an apprehension about sticking their necks out."

• He doesn't think much of consultants, either, or of management dependence on them:

"... They are never a proper substitute for executive judgment. If an executive can't solve his problems for himself, he is not a very good executive. Management weaknesses and executive timidity have cost stockholders more in lost dividends than all the labor stoppages in history." #

### *McCann Names Boffey Regional Creative Head*

David Boffey has been named regional creative director of McCann-Erickson and will supervise all creative work in the Los Angeles, San Francisco and Portland offices. Mr. Boffey, a McCann vp, was shifted from New York to San Francisco two years ago. Al Camille will continue as creative director in the agency's San Francisco office and Don Jordan will continue in the same post in Los Angeles.

David Boffey

John Feeley has moved from the San Francisco to the Los Angeles office of McCann-Erickson as an art director.

### *Y&R Transfers Smith to L.A., Adds Reinhardt*

Winton R. Smith has been transferred by Young & Rubicam to Los Angeles from its New York office. He will be assigned to the Hunt Foods & Industries account as account supervisor on Snider foods advertising. Mr. Smith has been with the agency for 22 years.

Mary Reinhardt has joined Y&R, Los Angeles, as a market researcher, with responsibilities on the Hunt Foods and Capitol Records account. She formerly held research posts with *Business Week* and *U.S. News & World Report* in New York, and Batten, Barton, Durstine & Osborn in Los Angeles.

**IS IT EXCITING?**

Are your headlines "stoppers"? Are they intriguing? Is the copy HUMAN INTERESTing? Does it tell, sell, impel? Bott makes advertising exciting-inviting! Want evidence? Phone HA 7-9187.

"That Fellow Bott"

Leo F. Bott, Jr., 64 E. Jackson, Chicago

SAN DIEGO CALIFORNIA

1958 DRUGSTORE SALES: $38,632,000

With drugstore sales totaling $38,632,000 last year, San Diego ranks 26th among the nation's 292 Metropolitan County Areas... ahead of such markets as these:

LOUISVILLE, KENTUCKY . $34,650,000 PHOENIX, ARIZONA . . . $28,710,000
COLUMBUS, OHIO . . . $32,556,000 FORT WORTH, TEXAS . . $28,297,000

San Diego is now the third largest market in the 11 western states and the fastest growing major market in the country. Sell San Diego – at lowest cost per sale – through **The San Diego Union** and **Evening Tribune.** These metropolitan newspapers have a combined daily circulation of more than 200,000 (215,192 ABC 3/31/59). And Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

in circulation . . .

# "THE ONE TO GROW ON"

## NEW CIRCULATION BASE— 900,000

Today there are *twice* as many families in America who buy copies of SPORTS ILLUSTRATED as there were just five years ago when the magazine first appeared.

In 1954 its circulation was 450,000.

Beginning January, 1960, all issues will sell more than 900,000 copies—a circulation increase of 100% in just five years.

**What kind of families have made this growth possible—have made the SPORTS ILLUSTRATED market the fastest growing quality market in America today?**

Just as SPORTS ILLUSTRATED's circulation has doubled in five years, so has the number of U. S. families with incomes of more than $10,000 a year.

This is *not* a coincidence.

For today in America we have an entirely new kind of high-income, college-educated, sports-oriented family. The market they create differs greatly from quality markets of former years by its interests, its breadth, its diversity and its dynamic growth.

These families choose the positive, active way of life; and *sport* is at the heart of it.

To them, sport is more than an occasional pastime. It is an essential of family well-being—a way to recharge the spirit for the demands of success in running a business or a home.

They are America's fastest growing quality market—and they take to SPORTS ILLUSTRATED like a duck to orange sauce.

## ADVERTISING REVENUE UP 300%

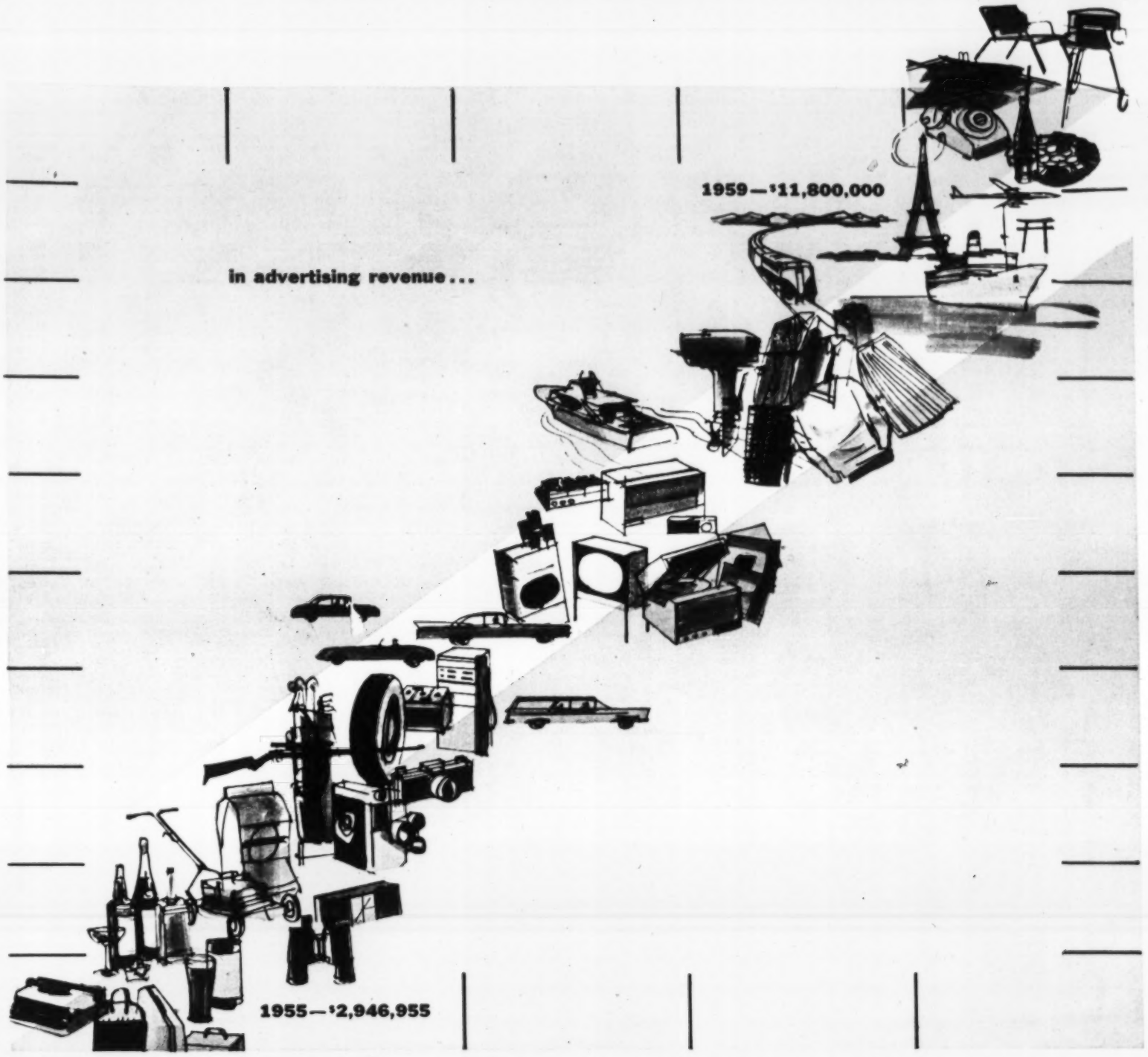
SPORTS ILLUSTRATED's continuing growth is reflected strongly in its advertising record—a smashing increase of 300% in advertising revenue in just four years.

**1955—Advertising Revenue—$2,946,955**

**1959—ESTIMATED—$11,800,000***

SPORTS ILLUSTRATED in the first half of this year carried more than a thousand pages of national and regional advertising. With four months still to go, it already has more space run and on order for 1959 than it carried in the entire year 1958.

*First half total plus projection from current second half bookings which are 30% ahead of 1958.




# KEEPS ON GROWING!

**FOR ADVERTISERS—A LOOK AHEAD**

Although SPORTS ILLUSTRATED will deliver 900,000 circulation with every issue starting January, 1960, advertising rates based on this increase will not go into effect until the issue of March 7, 1960.

These new rates will maintain the current low rate per page per thousand circulation.

For further information about SPORTS ILLUSTRATED, the growth magazine of America's fastest growing quality market, write or call any office below.

## SPORTS ILLUSTRATED

**NEW YORK**
Alex T. Colt, Mgr.
Time & Life Bldg.
New York 20, N.Y.

**PHILADELPHIA**
Harry R. Blynn, Mgr.
Girard Trust Bldg.
Philadelphia 2, Pa.

**BOSTON**
Richard D. Haskell, Mgr.
Statler Bldg.
Boston 16, Mass.

**DETROIT**
John B. Ross, Mgr.
Fisher Bldg.
Detroit 2, Mich.

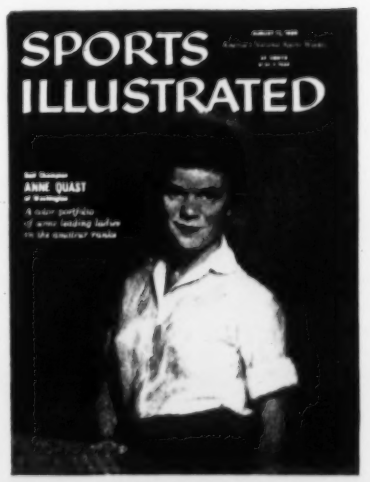
**CLEVELAND**
William B. Clark, Jr., Mgr.
Hanna Bldg.
Cleveland 15, O.

**SAN FRANCISCO**
Cecil H. London, Mgr.
Shell Bldg.
San Francisco 4, Cal.

**CHICAGO**
John R. Leonard, Mgr.
221 N. LaSalle St.
Chicago 1, Ill.

**LOS ANGELES**
Spencer Earnshaw, Mgr.
3424 Wilshire Blvd.
Los Angeles 5, Cal.

**SOUTHEAST**
Harold L. Dawson
1206 Chamber of Commerce Bldg.
Miami 32, Fla.



# August Pages and Linage in Consumer Magazines

## Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

### Weeklies, Bi-Weeklies, Semi-Monthlies (July)

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 |
| †Commonweal | 10.2 | 7.8 | 128.0 | 95.6 | 4,264 | 3,276 | 52,840 | 40,152 |
| Cue | 52.8 | 61.0 | 458.3 | 485.3 | 22,665 | 26,169 | 196,619 | 208,202 |
| Down Beat | 31.6 | 40.2 | 303.1 | 280.1 | 13,172 | 16,884 | 127,230 | 115,660 |
| Grit | 20.2 | 18.8 | 194.0 | 166.4 | 20,232 | 18,773 | 193,998 | 166,443 |
| Life | 214.7 | 194.9 | 1,998.9 | 1,926.4 | 146,027 | 132,536 | 1,359,237 | 1,309,918 |
| Look | 99.4 | 89.3 | 749.7 | 791.3 | 67,565 | 60,738 | 509,782 | 538,091 |
| Newsweek | 179.3 | 148.4 | 1,695.8 | 1,593.4 | 75,306 | 62,328 | 712,236 | 669,228 |
| §New Yorker | 188.8 | 162.8 | 2,519.3 | 2,216.4 | 81,008 | 69,862 | 1,080,803 | 950,845 |
| #National | 182.7 | 156.3 | 2,455.7 | 2,144.7 | 78,381 | 67,058 | 1,053,495 | 920,089 |
| #Sectional | 21.9 | 23.4 | 222.6 | 256.1 | 9,383 | 10,016 | 95,501 | 109,847 |
| Presbyterian Life | 10.1 | 8.7 | 100.6 | 79.3 | 4,243 | 3,621 | 42,303 | 33,325 |
| ††The Reporter | 14.2 | 3.5 | 136.3 | 72.1 | 5,964 | 1,449 | 57,252 | 30,255 |
| Saturday Evening Post | 148.3 | 167.0 | 1,555.9 | 1,681.3 | 100,818 | 113,569 | 1,058,041 | 1,143,269 |
| Saturday Review | 39.7 | 42.7 | 622.5 | 550.2 | 16,692 | 17,959 | 261,409 | 231,122 |
| Sporting News | 38.0 | 40.7 | 177.8 | 200.3 | 41,187 | 44,171 | 192,913 | 217,301 |
| ‡Sports Illustrated | 85.2 | 62.1 | 872.1 | 767.1 | 36,958 | 26,640 | 378,473 | 329,090 |
| Time | 161.0 | 144.4 | 1,652.3 | 1,644.7 | 67,606 | 60,637 | 693,959 | 690,777 |
| TV Guide | 35.9 | 24.9 | 330.8 | 280.3 | 6,528 | 4,536 | 60,185 | 51,031 |
| U. S. News & World Report | 153.3 | 153.7 | 1,520.8 | 1,444.0 | 64,378 | 64,549 | 638,736 | 606,487 |
| Total Group | 1,482.7 | 1,370.9 | 15,016.2 | 14,274.2 | 774,613 | 727,697 | 7,616,016 | 7,331,196 |

†Three issues July 1959; four issues July 1958. ††Two issues July 1959; one issue July 1958. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals. ‡These figures adjusted for regional space.

### Women's

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 |
| †Bride & Home | — | — | 231.5 | 154.7 | — | — | 146,452 | 98,048 |
| †Bride's Magazine | — | — | 557.9 | 527.1 | — | — | 352,561 | 333,128 |
| Everywoman's Family Circle | 32.0 | 28.7 | 334.0 | 288.7 | 13,728 | 12,312 | 143,286 | 123,852 |
| Good Housekeeping | 78.0 | 78.9 | 767.0 | 789.1 | 33,480 | 33,867 | 329,051 | 338,508 |
| Ladies' Home Journal | 66.8 | 53.1 | 687.6 | 649.9 | 45,447 | 36,093 | 467,544 | 441,950 |
| McCall's | 53.2 | 48.4 | 485.5 | 504.5 | 36,171 | 32,898 | 330,146 | 343,101 |
| ††Modern Bride | — | — | 425.5 | 293.9 | — | — | 268,916 | 185,744 |
| §Parents' Magazine | 52.1 | 43.0 | 428.6 | 421.2 | 22,499 | 18,515 | 184,656 | 181,221 |
| Seventeen | 218.2 | 299.9 | 885.5 | 849.8 | 148,378 | 135,941 | 602,130 | 577,857 |
| Woman's Day | 28.7 | 21.3 | 287.7 | 229.3 | 12,333 | 9,138 | 123,407 | 98,370 |
| The Workbasket | 33.5 | 33.1 | 294.1 | 265.4 | 6,579 | 6,489 | 57,649 | 52,037 |
| Total Group | 562.5 | 506.4 | 5,384.9 | 4,973.6 | 318,615 | 285,253 | 3,005,798 | 2,773,816 |

†Published quarterly in January, April, July and October. Cumulative figures shown for July issue. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Cumulative figures shown for July-August issue. §Includes Shopping Scout Section linage.

### General

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| †American Artist | — | — | 181.6 | 182.3 | — | — | 76,287 | 76,564 |
| American Forests | 15.7 | 15.5 | 112.3 | 128.3 | 6,594 | 6,510 | 47,116 | 53,900 |
| American Legion | 15.9 | 12.6 | 127.8 | 100.0 | 6,695 | 5,298 | 53,702 | 42,012 |
| Argosy | 22.7 | 18.0 | 176.8 | 168.6 | 9,764 | 4,709 | 75,884 | 72,347 |
| Atlantic | 20.5 | 20.5 | 270.1 | 230.7 | 8,603 | 8,596 | 113,458 | 96,906 |
| ††Christian Herald | 22.7 | 28.8 | 256.3 | 255.5 | 9,774 | 12,369 | 109,973 | 109,785 |
| Columbia | 9.8 | 9.5 | 85.9 | 63.6 | 4,115 | 3,977 | 36,110 | 26,700 |
| Coronet | 36.0 | 33.5 | 362.5 | 305.0 | 6,480 | 6,030 | 65,250 | 54,900 |
| Cosmopolitan | 22.4 | 17.1 | 189.2 | 156.2 | 9,612 | 7,315 | 80,741 | 67,031 |
| Ebony | 73.2 | 57.6 | 609.7 | 529.7 | 49,784 | 39,150 | 414,573 | 360,187 |
| Elks Magazine | 10.7 | 8.3 | 96.6 | 81.7 | 4,627 | 3,585 | 41,190 | 40,040 |
| §Esquire | 39.6 | 30.8 | 494.6 | 477.6 | 26,628 | 20,664 | 332,388 | 320,880 |
| #National | 38.1 | 30.3 | 466.1 | 454.1 | 25,620 | 20,328 | 313,236 | 305,088 |
| #Sectional | 10.1 | 4.5 | 99.2 | 70.1 | 6,804 | 3,024 | 66,696 | 47,124 |
| Extension | 11.6 | 14.6 | 110.9 | 133.1 | 7,994 | 10,036 | 76,320 | 91,605 |
| Flying | 46.5 | 44.8 | 385.7 | 347.5 | 19,517 | 18,816 | 161,981 | 145,950 |
| Golf Digest | 24.0 | 21.2 | 192.0 | 171.5 | 4,896 | 4,325 | 39,168 | 34,986 |
| Gourmet | 18.8 | 16.2 | 216.8 | 218.9 | 8,051 | 6,948 | 92,913 | 93,923 |
| †Grade Teacher | — | — | 190.8 | 194.5 | — | — | 84,151 | 85,771 |
| Harper's Magazine | 20.5 | 16.3 | 246.1 | 214.9 | 8,637 | 6,850 | 103,400 | 90,265 |
| Hi Fi Review | 30.6 | 32.0 | 330.1 | 245.6 | 12,839 | 13,440 | 138,629 | 103,152 |
| High Fidelity | 47.7 | 51.0 | 543.3 | 513.5 | 20,034 | 21,420 | 228,186 | 215,670 |
| Holiday | 42.6 | 47.5 | 711.8 | 695.4 | 28,974 | 32,220 | 484,007 | 472,847 |
| Hot Rod | 43.3 | 27.2 | 282.9 | 203.6 | 18,200 | 11,452 | 118,860 | 85,540 |
| Improvement Era | 22.7 | 19.6 | 190.5 | 189.2 | 9,511 | 8,246 | 80,009 | 79,463 |
| †Instructor | — | — | 177.9 | 179.5 | — | — | 121,690 | 122,821 |
| Kiwanis Magazine | 8.0 | 5.5 | 53.2 | 46.0 | 3,341 | 2,310 | 25,348 | 19,316 |
| Motor Boating | 96.8 | 88.8 | 1,194.2 | 1,126.6 | 56,914 | 52,480 | 702,099 | 662,617 |
| Motor Life | 22.7 | 11.8 | 161.0 | 142.3 | 9,534 | 4,956 | 67,610 | 59,780 |
| Motor Trend | 29.9 | 22.5 | 218.3 | 173.1 | 12,572 | 9,464 | 90,470 | 72,730 |
| National Geographic Magazine | 19.4 | 24.5 | 328.8 | 317.6 | 4,462 | 5,714 | 77,800 | 75,177 |
| Playboy | 24.0 | 5.2 | 162.7 | 90.3 | 9,993 | 2,183 | 68,254 | 37,513 |
| Popular Boating | 47.5 | 48.0 | 673.7 | 489.3 | 27,935 | 28,212 | 396,135 | 287,708 |
| Popular Photography | 62.5 | 64.8 | 566.7 | 611.0 | 26,245 | 27,216 | 238,009 | 256,620 |
| Promenade | 12.7 | 10.2 | 134.9 | 129.8 | 5,435 | 4,368 | 57,862 | 55,693 |
| Reader's Digest | 54.0 | 33.0 | 597.0 | 375.5 | 9,828 | 6,006 | 108,654 | 68,341 |
| Redbook | 29.2 | 23.7 | 257.0 | 255.1 | 12,520 | 10,164 | 110,249 | 109,447 |
| Rotarian | 5.4 | 3.9 | 68.3 | 62.3 | 2,253 | 1,639 | 28,667 | 26,182 |
| Sports Cars Illustrated | 28.3 | 26.2 | 210.7 | 194.5 | 11,890 | 11,012 | 88,494 | 81,690 |
| Today's Health | 25.8 | 18.4 | 209.7 | 176.8 | 11,086 | 7,905 | 90,077 | 77,134 |
| Together | 6.7 | 5.8 | 81.0 | 70.0 | 2,913 | 2,531 | 34,974 | 30,206 |
| Town & Country | 44.5 | 38.8 | 479.1 | 448.7 | 28,173 | 24,552 | 302,810 | 283,546 |
| True | 23.1 | 27.9 | 237.2 | 220.6 | 9,909 | 11,957 | 101,761 | 94,641 |
| V. F. W. Magazine | 11.4 | 13.7 | 89.6 | 88.0 | 4,807 | 5,756 | 37,620 | 36,953 |
| Yachting | 86.4 | 83.1 | 1,056.3 | 964.1 | 50,803 | 48,862 | 621,104 | 566,890 |
| Total Group | 1,235.8 | 1,098.4 | 13,321.6 | 11,968.0 | 581,942 | 522,243 | 6,423,983 | 5,845,429 |

†Not published in August. ††This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals.

### Home

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| American Home | 37.6 | 31.2 | 364.6 | 383.5 | 23,730 | 19,746 | 230,409 | 242,420 |
| Antiques | 49.5 | 56.9 | 468.7 | 477.0 | 15,553 | 16,280 | 138,648 | 140,163 |
| Better Homes & Gardens | 52.0 | 49.1 | 674.2 | 721.6 | 32,842 | 31,050 | 426,067 | 456,076 |
| Flower & Garden | 21.7 | 20.6 | 262.0 | 203.3 | 9,113 | 8,647 | 110,109 | 85,892 |
| Flower Grower | 26.0 | 27.9 | 421.2 | 406.3 | 10,949 | 11,693 | 176,966 | 170,610 |
| House Beautiful | 40.3 | 36.9 | 664.5 | 687.6 | 25,473 | 23,324 | 419,952 | 434,585 |
| House & Garden | 27.4 | 24.2 | 454.9 | 445.1 | 17,309 | 15,297 | 287,509 | 281,296 |
| Living for Young Homemakers | 33.0 | 21.8 | 469.8 | 399.0 | 20,841 | 13,791 | 296,898 | 252,168 |
| Popular Gardening | 27.2 | 26.7 | 387.2 | 359.5 | 11,409 | 11,225 | 162,638 | 150,982 |
| Sunset Magazine | 77.4 | 75.1 | 910.6 | 878.2 | 32,517 | 31,562 | 382,595 | 369,013 |
| Total Group | 392.1 | 370.4 | 5,077.7 | 4,961.1 | 199,736 | 182,615 | 2,631,791 | 2,583,205 |

### Fashion

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Charm | 53.9 | 44.0 | 536.8 | 534.8 | 23,123 | 18,891 | 230,307 | 229,424 |
| *Glamour | 99.3 | 81.5 | 553.7 | 566.2 | 42,600 | 34,974 | 237,531 | 242,920 |
| Harper's Bazaar | 57.2 | 64.4 | 594.8 | 627.8 | 36,178 | 40,730 | 376,026 | 396,886 |
| Mademoiselle | 270.2 | 266.9 | 725.6 | 718.8 | 115,905 | 114,513 | 311,284 | 308,370 |
| **Vogue | 130.9 | 104.7 | 858.7 | 912.7 | 82,717 | 66,199 | 542,673 | 576,833 |
| Total Group | 611.5 | 121.5 | 3,269.6 | 3,360.3 | 300,523 | 275,307 | 1,697,821 | 1,754,433 |

*Sectional linage included for 1959. **Sectional linage included.

### Movie-Romance-Radio-TV

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| †Dell Modern Group: | | | | | | | | |
| Modern Romances | 26.2 | 29.4 | 208.0 | 201.5 | 11,223 | 12,607 | 89,208 | 86,458 |
| Modern Screen | 16.2 | 22.1 | 138.0 | 129.9 | 6,968 | 9,489 | 59,162 | 55,727 |
| Screen Stories | 15.4 | 20.8 | 114.2 | 110.1 | 6,625 | 8,917 | 48,940 | 47,231 |
| Fawcett Women's Group: | | | | | | | | |
| Motion Picture | 14.0 | 17.1 | 115.1 | 110.2 | 6,001 | 7,350 | 49,389 | 47,279 |
| True Confessions | 20.0 | 18.0 | 182.8 | 155.8 | 8,571 | 7,709 | 78,436 | 66,822 |
| Hillman Romance | 4.8 | 3.7 | 34.5 | 58.1 | 2,089 | 1,598 | 14,941 | 25,086 |
| ††Hillman Women's Group | 19.9 | 18.5 | 138.7 | 117.8 | 8,559 | 7,979 | 59,674 | 50,673 |
| Ideal Women's Group: | | | | | | | | |
| Intimate Story | 27.2 | 18.1 | 175.1 | 117.8 | 11,667 | 7,766 | 75,174 | 50,532 |
| Movie Life | 29.2 | 22.7 | 175.4 | 141.0 | 12,540 | 9,737 | 75,296 | 60,535 |
| Movie Star TV Close-Ups | 29.1 | 22.7 | 175.4 | 140.9 | 12,498 | 9,737 | 75,284 | 60,465 |
| Personal Romances | 27.2 | 18.1 | 176.3 | 119.3 | 11,682 | 7,750 | 75,718 | 51,199 |
| TV Star Parade | 26.3 | 16.9 | 153.5 | 111.0 | 11,298 | 7,229 | 65,862 | 47,692 |
| Secrets Romance Group: | | | | | | | | |
| Revealing Romances | 21.5 | 20.3 | 159.1 | 137.7 | 9,247 | 8,715 | 68,257 | 59,073 |
| *Confidential Confessions | 21.1 | 20.3 | 146.4 | 77.1 | 9,083 | 8,708 | 62,817 | 33,091 |
| *Daring Romances | 21.2 | — | 140.5 | 60.3 | 9,083 | — | 60,278 | 25,864 |
| Secrets | 21.5 | 20.3 | 159.3 | 140.5 | 9,247 | 8,724 | 68,333 | 60,288 |
| §Silver Screen | 14.7 | 14.6 | 100.2 | 90.4 | 6,312 | 6,274 | 42,980 | 38,785 |
| True Story Women's Group: | | | | | | | | |
| Photoplay | 21.9 | 33.0 | 233.0 | 213.8 | 9,382 | 14,144 | 99,943 | 91,731 |
| True Experience | 15.9 | 14.7 | 125.2 | 104.4 | 6,813 | 6,295 | 53,725 | 44,787 |
| True Love Stories | 16.7 | 14.7 | 126.4 | 104.3 | 7,151 | 6,321 | 54,231 | 44,727 |
| True Romance | 17.0 | 14.7 | 127.2 | 105.2 | 7,288 | 6,298 | 54,607 | 45,119 |
| True Story | 40.2 | 46.5 | 419.3 | 410.7 | 17,242 | 19,936 | 179,884 | 176,202 |
| TV-Radio Mirror | 15.7 | 13.7 | 107.9 | 88.2 | 6,719 | 5,890 | 46,268 | 37,828 |
| Total Group | 482.8 | 440.9 | 3,631.5 | 3,046.0 | 207,288 | 189,173 | 1,558,407 | 1,307,194 |

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January issue in 1959 or 1958. ††No July 1958 issue. §Published bi-monthly; alternates with Screenland. *Beginning in February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

### §Business (August)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Dun's Review & Modern Industry | 53.2 | 59.8 | 614.2 | 579.4 | 22,348 | 25,117 | 257,969 | 243,350 |
| Fortune | 103.5 | 108.0 | 1,193.7 | 1,203.7 | 65,412 | 68,256 | 754,450 | 760,770 |
| Nation's Business | 25.9 | 25.8 | 387.3 | 328.1 | 10,894 | 10,828 | 162,693 | 140,733 |
| Total Group | 182.6 | 193.6 | 2,195.2 | 2,111.2 | 98,654 | 104,201 | 1,175,112 | 1,144,853 |

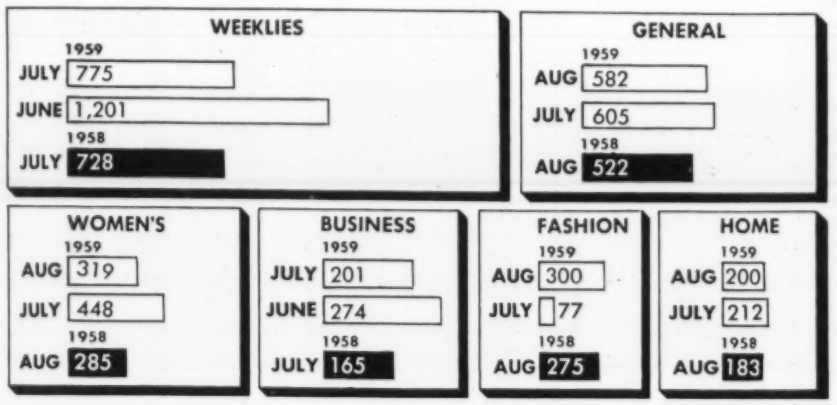
§Because current month linage figures for several publications are not yet available this group is broken into an August and a July section.

### Business (July)

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 |
| Barron's | 62.0 | 47.4 | 564.3 | 473.1 | 40,676 | 31,143 | 370,240 | 310,362 |
| Business Week | 309.3 | 256.3 | 2,651.5 | 2,576.2 | 129,910 | 107,663 | 1,113,613 | 1,082,000 |
| Financial World | 32.7 | 27.9 | 361.0 | 308.3 | 13,763 | 11,747 | 151,640 | 129,487 |
| Forbes | 40.6 | 35.4 | 414.4 | 369.3 | 17,051 | 14,860 | 174,042 | 155,143 |
| Total Group | 444.6 | 367.0 | 3,991.2 | 3,726.9 | 201,400 | 165,413 | 1,809,535 | 1,676,992 |

## Magazine Linage Trend

Figures in Thousands




### Farm Magazines

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 |
| Capper's Farmer (mon) | 33.6 | 37.2 | 318.1 | 403.3 | 14,420 | 15,964 | 136,486 | 173,017 |
| Farm & Ranch—Southern Agriculturist: (mon) | | | | | | | | |
| #Southeastern Edition | 23.8 | 25.6 | 283.5 | 291.1 | 10,203 | 10,998 | 121,633 | 124,908 |
| #Southwestern Edition | 26.1 | 25.7 | 285.8 | 291.2 | 11,181 | 11,023 | 122,611 | 124,933 |
| Average 2 Editions | 24.5 | 25.7 | 284.2 | 291.2 | 10,506 | 11,006 | 121,936 | 124,916 |
| Farm Journal: (mon) | | | | | | | | |
| #Central Edition | 69.3 | 52.5 | 663.9 | 635.6 | 29,746 | 22,524 | 284,796 | 272,664 |
| #Eastern Edition | 59.3 | 42.7 | 606.2 | 568.9 | 25,454 | 18,304 | 260,057 | 244,059 |
| #Southern Edition | 54.7 | 37.8 | 526.4 | 511.4 | 23,454 | 16,232 | 225,815 | 219,404 |
| #Western Edition | 63.0 | 46.3 | 643.9 | 603.3 | 27,030 | 19,877 | 276,235 | 258,808 |
| Average 4 Editions | 61.6 | 44.8 | 610.1 | 579.8 | 26,421 | 19,234 | 261,726 | 248,734 |
| Progressive Farmer: (mon) | | | | | | | | |
| #Carolina-Va. Edition | 49.0 | 48.4 | 593.0 | 622.5 | 33,343 | 32,911 | 403,203 | 423,319 |
| #Ga.-Ala.-Fla. Edition | 49.9 | 51.1 | 590.4 | 629.0 | 33,919 | 34,740 | 401,452 | 427,736 |
| #Ky.-Tenn.-W. Va. Edition | 45.1 | 46.8 | 551.2 | 578.1 | 30,698 | 31,825 | 374,793 | 393,125 |
| #Miss.-La.-Ark. Edition | 50.2 | 49.9 | 565.9 | 590.4 | 34,108 | 33,936 | 384,783 | 401,444 |
| #Texas Edition | 50.4 | 50.2 | 583.7 | 602.2 | 34,295 | 34,153 | 396,903 | 409,462 |
| Average 5 Editions | 48.9 | 49.3 | 576.8 | 604.4 | 33,273 | 33,513 | 392,228 | 411,018 |
| Successful Farming (mon) | 62.8 | 67.0 | 609.6 | 568.7 | 28,270 | 30,134 | 274,331 | 255,903 |
| Total Group | 231.4 | 224.0 | 2,398.8 | 2,447.4 | 112,890 | 109,851 | 1,186,707 | 1,213,588 |

#Not included in totals.

### Youth

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| American Girl | 34.3 | 39.3 | 195.4 | 202.3 | 14,697 | 16,861 | 83,829 | 86,791 |
| Boys' Life | 17.1 | 19.4 | 218.3 | 206.7 | 11,668 | 13,181 | 148,477 | 140,585 |
| †Child Life | — | — | 4.1 | 14.3 | — | — | 1,775 | 6,138 |
| ††Scholastic Magazines | — | — | 245.2 | 216.3 | — | — | 102,991 | 90,869 |
| ‡Scholastic Roto | — | — | 44.1 | 34.8 | — | — | 38,615 | 30,403 |
| Total Group | 51.4 | 58.7 | 707.1 | 674.4 | 26,365 | 30,042 | 375,687 | 354,786 |

†Not published in August. ††Not published June through August. ‡Not published June through September.

### Mechanics & Science

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Mechanix Illustrated | 54.9 | 48.6 | 544.6 | 526.5 | 12,304 | 10,889 | 121,986 | 117,940 |
| Popular Electronics | 53.7 | 54.6 | 456.4 | 459.8 | 12,033 | 12,230 | 102,238 | 102,995 |
| Popular Mechanics | 83.2 | 78.7 | 884.2 | 859.1 | 18,632 | 17,627 | 198,052 | 192,444 |
| Popular Science | 73.1 | 69.1 | 780.8 | 786.1 | 16,366 | 15,478 | 174,884 | 176,084 |
| †Science & Mechanics | — | — | 363.8 | 345.2 | — | — | 81,499 | 77,359 |
| Total Group | 264.9 | 251.0 | 3,029.8 | 2,976.7 | 59,335 | 56,224 | 678,659 | 666,822 |

†Published bi-monthly; cumulative figures shown are for July-August issue.

### Outdoor & Sport

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| American Rifleman | 57.3 | 59.1 | 395.8 | 420.6 | 24,598 | 25,357 | 169,789 | 180,441 |
| Field & Stream | 62.1 | 56.1 | 603.8 | 566.3 | 26,644 | 24,070 | 259,035 | 242,926 |

(Continued on Page 50)

# What's the best vehicle to reach a woman?

*(Ask your wife)*

WHERE women are concerned (and where *aren't* women concerned these days?) the "vehicle" you choose to carry your message makes all the difference. (You wouldn't woo a lady on a motorcycle, would you?)

Any one-woman survey—including your wife—will tell you it's the surroundings that help determine whether she says "Yes" or "No."

There is no conflict of interest in Ladies' Home Journal. Women nod "Yes" to ideas in the Journal because the Journal is edited *solely* for them. Month after month, Journal editors explore the length and breadth of a woman's world for news, ideas, and inspiration. In September, for instance, women will be captivated by a story about a poor relation who became England's Queen Mary. They'll compare two articles: "We Have Five Children, an Old Mansion, and Save on $18,000 a Year" and "We Have No Children, a Split-Level Home and Overspend on $18,000 a Year." They'll learn the favorite recipes of the wife of New Jersey's Governor.

This is *Journalpower*. It has made Ladies' Home Journal the No. 1 magazine for women in circulation, now approaching 6,000,000. It has made the Journal No. 1 at the newsstands, too.

And advertisers consider Ladies' Home Journal the No. 1 vehicle for *their* ideas. They invest their top money in the Journal, and get results from it—in fast and increasing sales.

*Never underestimate the power of the No. 1 magazine for women*

Ladies' Home JOURNAL

A CURTIS PUBLICATION

**NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING**

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 |
| Fur-Fish-Game | 16.0 | 13.2 | 175.9 | 144.6 | 6,856 | 5,647 | 75,471 | 62,030 |
| Guns | 26.4 | 26.7 | 170.3 | 184.6 | 11,326 | 11,454 | 73,059 | 79,172 |
| Outdoor Life | 45.6 | 45.9 | 558.9 | 525.8 | 19,548 | 19,732 | 239,722 | 225,555 |
| Sports Afield | 50.8 | 50.0 | 518.4 | 470.8 | 21,824 | 21,458 | 222,520 | 201,994 |
| Total Group | 258.2 | 251.0 | 2,423.1 | 2,312.7 | 110,796 | 107,718 | 1,039,596 | 992,118 |
| ***Detective & Fiction*** | | | | | | | | |
| Cavalier | 17.8 | 13.1 | 134.4 | 108.6 | 7,629 | 5,614 | 57,657 | 46,590 |
| Dell Men's Group | 12.6 | 8.6 | 95.1 | 77.0 | 5,425 | 3,669 | 40,839 | 33,023 |
| †Thrilling Group | 8.3 | 11.6 | 71.5 | 84.4 | 1,859 | 2,599 | 16,026 | 18,910 |
| Total Group | 38.7 | 33.3 | 301.0 | 270.0 | 14,913 | 11,882 | 114,522 | 98,523 |
| †Formerly known as the Thrilling Fiction Group. | | | | | | | | |
| ***Newspaper Sections (I)*** (Nationally distributed with Sunday newspapers) | | | | | | | | |
| The American Weekly | 29.1 | 37.1 | 296.7 | 496.1 | 24,742 | 31,553 | 252,154 | 421,706 |
| Family Weekly | 33.8 | 41.1 | 358.1 | 434.6 | 28,672 | 34,897 | 304,407 | 369,494 |
| Parade | 43.1 | 52.6 | 499.4 | 564.5 | 36,593 | 44,793 | 424,538 | 479,898 |
| This Week Magazine | 65.5 | 61.8 | 584.9 | 656.2 | 55,672 | 52,513 | 497,151 | 557,768 |
| Total Group | 171.5 | 192.6 | 1,739.1 | 2,151.4 | 145,679 | 163,756 | 1,478,250 | 1,828,866 |

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 |
| ***Newspaper Sections (II) (July)*** (All other newspaper sections and comics) | | | | | | | | |
| Chicago Tribune Magazine | 104.7 | 105.3 | 1,053.9 | 1,071.1 | 88,951 | 89,539 | 895,229 | 910,403 |
| New York Times Magazine | 88.9 | 94.0 | 1,563.8 | 1,584.3 | 75,534 | 79,877 | 1,329,209 | 1,346,671 |
| †*Philadelphia Inquirer | 74.4 | 175.5 | 925.6 | 992.0 | 63,264 | 149,208 | 786,765 | 843,323 |
| Total Group | 268.0 | 374.8 | 3,543.3 | 3,647.4 | 227,749 | 318,624 | 3,011,203 | 3,100,397 |
| †Four issues July 1959; five issues July 1958. *July 13, 1958 issue carried three magazines; first Sunday issue after newspaper strike. | | | | | | | | |

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 | Aug. 1959 | Aug. 1958 | Jan.-Aug. 1959 | Jan.-Aug. 1958 |
| ***Comics Magazines*** | | | | | | | | |
| American Comics Group | 7.0 | 7.0 | 56.0 | 56.0 | 2,646 | 2,646 | 21,168 | 21,168 |
| †Archie Comic Group | — | — | 28.5 | 28.8 | — | — | 10,753 | 10,886 |
| ††Harvey Comics Group | 9.0 | 9.0 | 63.0 | 68.6 | 3,402 | 3,402 | 24,948 | 25,956 |
| National Comics Group: | | | | | | | | |
| Blue Unit | 7.5 | 5.3 | 48.5 | 39.4 | 2,835 | 2,004 | 18,333 | 14,730 |
| Red Unit | 8.0 | 7.3 | 50.5 | 41.4 | 3,024 | 2,760 | 19,089 | 15,663 |
| Total Group | 31.5 | 28.6 | 246.5 | 234.2 | 11,907 | 10,812 | 94,291 | 88,403 |
| †Published bi-monthly; cumulative figures shown are for combined July-August issue. ††Some books in group published monthly; others published bi-monthly. | | | | | | | | |
| ***Canadian National Weekend Newspapers (Rotogravure Linage)*** | | | | | | | | |
| La Patrie | 28.1 | 41.9 | 323.8 | 438.8 | 25,255 | 37,749 | 291,420 | 394,895 |
| La Presse | 84.4 | 58.9 | 642.9 | 468.4 | 75,995 | 53,082 | 578,615 | 421,535 |
| Star Weekly | 75.7 | 83.9 | 696.0 | 703.8 | 66,201 | 73,430 | 609,027 | 615,821 |
| Weekend Magazine | 86.4 | 87.3 | 793.4 | 764.5 | 84,297 | 85,147 | 773,642 | 745,426 |
| Total Group | 274.6 | 272.0 | 2,456.1 | 2,375.5 | 251,748 | 249,408 | 2,252,704 | 2,177,677 |
| ***Canadian*** | | | | | | | | |
| Canadian Homes & Gardens | 25.3 | 25.1 | 283.3 | 302.5 | 17,216 | 17,055 | 192,616 | 205,668 |
| Chatelaine | 50.6 | 30.4 | 456.7 | 255.8 | 34,404 | 20,691 | 310,547 | 173,939 |
| Liberty | 26.8 | 27.2 | 205.2 | 217.1 | 11,507 | 11,679 | 87,951 | 96,469 |
| Maclean's | 71.8 | 60.7 | 578.5 | 571.5 | 48,846 | 41,273 | 393,357 | 388,595 |
| Mayfair | 16.8 | 27.1 | 194.3 | 230.2 | 11,466 | 18,443 | 131,463 | 156,606 |
| Reader's Digest: | | | | | | | | |
| English Edition | 61.3 | 65.0 | 658.5 | 645.0 | 11,148 | 11,830 | 119,847 | 117,390 |
| French Edition | 63.0 | 66.3 | 704.3 | 672.8 | 11,466 | 12,057 | 128,174 | 122,441 |
| Revue Moderne | 17.0 | 10.2 | 146.9 | 145.4 | 11,529 | 6,944 | 99,864 | 98,903 |
| Revue Populaire | 14.3 | 11.9 | 132.0 | 116.5 | 10,003 | 8,337 | 92,166 | 81,711 |
| †Samedi | 22.4 | 7.7 | 139.2 | 109.8 | 15,677 | 5,381 | 97,491 | 76,971 |
| #Saturday Night | 25.8 | 21.6 | 267.5 | 248.0 | 10,832 | 9,078 | 111,506 | 104,232 |
| #Time-Canadian | 101.1 | 88.5 | 957.9 | 951.9 | 42,805 | 37,135 | 402,255 | 399,735 |
| Total Group | 369.3 | 331.6 | 3,498.9 | 3,266.6 | 183,262 | 153,690 | 1,653,476 | 1,518,693 |
| †Three issues August 1959; five issues August 1958. #Not included in totals; as figures for the August issues were unavailable as this issue went to press the July figures are shown. | | | | | | | | |
| ***§Foreign (August)*** | | | | | | | | |
| Hablemos | 16.6 | 6.8 | 124.7 | 98.7 | 13,986 | 5,698 | 104,790 | 82,936 |
| Popular Mechanics: | | | | | | | | |
| Popular Mekanik (Danish) | 15.5 | 6.0 | 149.0 | 60.5 | 3,472 | 1,344 | 33,376 | 13,552 |
| Mecanique Populaire (French) | 17.5 | 15.3 | 212.7 | 218.0 | 3,920 | 3,427 | 47,644 | 48,832 |
| Populare Mechanik (German) | 3.3 | 2.5 | 37.8 | 35.9 | 739 | 560 | 8,473 | 8,042 |
| Mecanica Popular (Spanish) | 24.6 | 23.8 | 192.7 | 223.1 | 5,506 | 5,333 | 43,162 | 49,980 |
| Popular Mekanik (Swedish) | 9.0 | 6.0 | 67.5 | 66.0 | 2,016 | 1,344 | 15,120 | 14,784 |
| Reader's Digest: | | | | | | | | |
| Arabic | 35.0 | 32.0 | 254.5 | 264.0 | 5,740 | 5,248 | 41,738 | 43,296 |
| Argentine | 52.5 | 62.0 | 381.0 | 402.0 | 9,555 | 11,284 | 69,342 | 73,164 |
| Australian | 77.3 | 65.0 | 525.0 | 475.3 | 14,060 | 11,830 | 95,550 | 86,495 |
| Austrian | 50.0 | 48.0 | 458.0 | 428.0 | 9,100 | 8,736 | 83,356 | 77,896 |
| Belgian | 27.0 | 34.0 | 310.5 | 271.5 | 4,725 | 4,200 | 54,338 | 45,762 |
| British | 56.5 | 50.0 | 535.5 | 516.5 | 10,509 | 9,300 | 99,603 | 96,069 |
| Caribbean | 61.5 | 59.5 | 431.0 | 483.0 | 11,193 | 10,829 | 78,442 | 87,906 |
| Danish | 30.8 | 34.5 | 300.0 | 355.3 | 5,228 | 5,865 | 51,000 | 60,392 |
| Dutch | 33.5 | 35.0 | 326.0 | 254.0 | 6,097 | 6,370 | 59,332 | 46,228 |
| Finnish | 19.0 | 20.0 | 166.0 | 144.0 | 3,534 | 3,720 | 30,876 | 26,784 |
| French | 56.0 | 51.0 | 769.0 | 767.5 | 9,800 | 8,925 | 134,575 | 134,313 |
| French-Swiss | 17.0 | 20.0 | 173.5 | 192.0 | 2,975 | 3,500 | 30,363 | 33,600 |
| German | 72.0 | 79.0 | 787.0 | 724.0 | 13,104 | 14,378 | 143,234 | 131,768 |
| German-Swiss | 19.5 | 20.5 | 505.0 | 205.0 | 3,549 | 3,731 | 37,310 | 37,310 |
| Iberian | 57.5 | 48.0 | 576.5 | 555.0 | 10,465 | 8,736 | 104,923 | 101,010 |
| Indian | 58.0 | 44.0 | 418.0 | 411.0 | 10,556 | 8,808 | 76,076 | 74,802 |
| Italian | 40.0 | 48.5 | 523.0 | 627.5 | 6,880 | 8,342 | 89,956 | 107,930 |
| Japanese | 38.5 | 32.0 | 287.0 | 295.0 | 6,468 | 5,376 | 48,216 | 49,560 |
| Mexican | 47.5 | 50.5 | 360.5 | 402.0 | 8,645 | 9,191 | 65,611 | 73,164 |
| New Zealand | 20.5 | 33.0 | 178.5 | 250.5 | 3,731 | 6,006 | 32,487 | 45,591 |
| Norwegian | 21.5 | 30.5 | 315.0 | 288.8 | 3,655 | 5,185 | 53,550 | 49,088 |
| Overseas Military | 38.0 | 48.0 | 294.0 | 339.0 | 6,916 | 8,736 | 53,508 | 61,698 |
| Portuguese | 97.5 | 85.0 | 658.5 | 612.0 | 17,063 | 14,875 | 115,238 | 107,100 |
| South African | 60.0 | 78.5 | 549.0 | 621.0 | 10,740 | 14,052 | 98,271 | 111,159 |
| Southern Hemisphere | 17.0 | 28.5 | 146.0 | 224.5 | 3,094 | 5,187 | 26,572 | 40,859 |
| Swedish | 23.0 | 22.5 | 338.5 | 307.5 | 4,186 | 4,185 | 61,607 | 57,195 |
| Total Group | 1,213.1 | 1,219.9 | 11,050.9 | 11,118.1 | 231,207 | 224,301 | 2,087,639 | 2,079,265 |
| §Because current month linage figures for several publications are not yet available this group is broken into an August section and a July section. | | | | | | | | |

| | Pages | | | | Lines | | | |
|---|---|---|---|---|---|---|---|---|
| | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 | July 1959 | July 1958 | Jan.-July 1959 | Jan.-July 1958 |
| ***Foreign (July)*** | | | | | | | | |
| Life International: | | | | | | | | |
| International Edition | 69.3 | 69.4 | 488.6 | 477.6 | 47,175 | 47,260 | 332,350 | 324,870 |
| †Mexican Edition | 12.4 | — | 46.4 | — | 8,500 | — | 31,620 | — |
| Spanish Edition | 47.0 | 54.0 | 371.2 | 393.6 | 31,960 | 36,720 | 252,450 | 267,750 |
| Newsweek: | | | | | | | | |
| Pacific Edition | 68.1 | 54.2 | 551.7 | 422.5 | 28,602 | 22,764 | 231,677 | 177,450 |
| European Edition | 67.8 | 52.8 | 530.6 | 457.5 | 28,476 | 22,176 | 222,866 | 192,150 |
| Time-International: | | | | | | | | |
| Time-Atlantic | 95.9 | 96.1 | 783.9 | 729.8 | 40,215 | 40,670 | 329,175 | 306,460 |
| Time-Latin American | 87.1 | 99.8 | 687.1 | 702.1 | 36,925 | 41,860 | 288,925 | 294,875 |
| Time-Pacific | 76.3 | 69.1 | 635.0 | 544.1 | 32,025 | 29,365 | 266,700 | 228,515 |
| Vision: | | | | | | | | |
| *Visao (Portuguese) | 140.0 | 157.5 | 1,012.2 | 934.2 | 58,800 | 66,150 | 425,110 | 392,350 |
| **Mexican Edition | 26.3 | 18.7 | 132.7 | 95.7 | 11,060 | 7,840 | 56,720 | 40,180 |
| **Spanish Edition | 108.3 | 71.1 | 546.8 | 477.7 | 45,500 | 29,855 | 229,635 | 200,620 |
| Total Group | 798.5 | 742.7 | 5,786.2 | 5,234.8 | 369,238 | 344,660 | 2,667,228 | 2,425,220 |
| †First published May 18, 1959. *Five issues July 1959; four issues July 1958. **Three issues July 1959; two issues July 1958. | | | | | | | | |

***Beier Elected Art Club Head***

Art Beier, art director of Andrews Advertising Agency, has been elected president of the Art Directors Club of Milwaukee. Other officers are Gardner Meyst, Gardner Meyst Studio, vp; Ralph Cavan, Klau-Van Pietersom-Dunlap, treasurer, and Glenn Sontag, Milprint, secretary.

***KICN Promotes Duggan***

Tom Duggan has been appointed sales manager of KICN, Denver radio station. Mr. Duggan was formerly in the KICN sales department and prior to that was regional sales manager for Community Club Awards.

***Kay Richins Opens Agency***

Kay W. Richins has opened his own advertising agency, Kay Richins Inc., Salt Lake City, with offices in the Walker Bank Bldg. Mr. Richins was formerly vp of Axelsen & Richins, Salt Lake City.

SWINGLES* CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL • 201 West 49 St., N.Y. 19, N.Y. PLaza 7-5730

NOW!
A GREAT
NEW BEER IN...
orbit
...for the first time in Florida - smooth, light Spring Water bright Orbit Premium Beer!
SAVE 20¢
At this "Get-Acquainted" Price!
6 for 79¢
NOW ON SALE AT ALL FOOD FAIR STORES AND FREDERICK'S MARKETS

WILL IT STAY UP?—*This page in the Miami Herald and News launched Food Fair food chain's effort to put its own Orbit beer into its southern Florida market.*

## Food Fair Tests Own Orbit Beer in South Florida

MIAMI, Aug. 18—The Food Fair food store chain in southern Florida is test-marketing Orbit beer, a new private label being brewed for the chain by International Breweries, Tampa, a subsidiary of International Breweries, in Detroit.

The chain kicked off its "short-term test campaign" for the beer with a b&w page in the Aug. 9 *Miami Herald* and *Miami News*. Spot radio is also being used in the campaign, on which about $25,000 is being spent. Promotion of the beer is also being included in Food Fair's regular newspaper ads in Miami.

Food Fair says the brand is being bottled and labeled for distribution only in Food Fair stores and in those of its subsidiary Frederick's Markets. #

***Canada Dry Corp. Acquires Kentucky River Distillery***

Canada Dry Corp., New York, has acquired Kentucky River Distillery, Nicholasville, Ky. Canada Dry has marketed the whisky made by the distillery as Canada Dry bourbon since 1955. Canada Dry, which will operate the plant as Canada Dry Distilling Co., has marketed domestic whisky since 1946, as well as cordials and specialties, and also is exclusive importer of Johnnie Walker scotch, Pedro Domecq sherries, Power's Irish whisky and Liqueur Strega.

EVEN JOHN CAPLES* LAUGHED

when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. "Make it believable," he said. "Change it to 59 seconds." But, so help us, electronic Reservatron works faster than that. The proof is when you call your nearest Sheraton Hotel. **SEND FOR FAT FREE BOOKLET:** 96 pages describe the delights awaiting you in 47 Sheraton Hotels in 39 cities. A boon for you — and for us (we're testing this ad). Address: Sheraton Corp., Ad Age Ad #1, 470 Atlantic Ave., Boston, Mass.

*Noted copy-testing expert and author of "They Laughed When I Sat Down at the Piano."

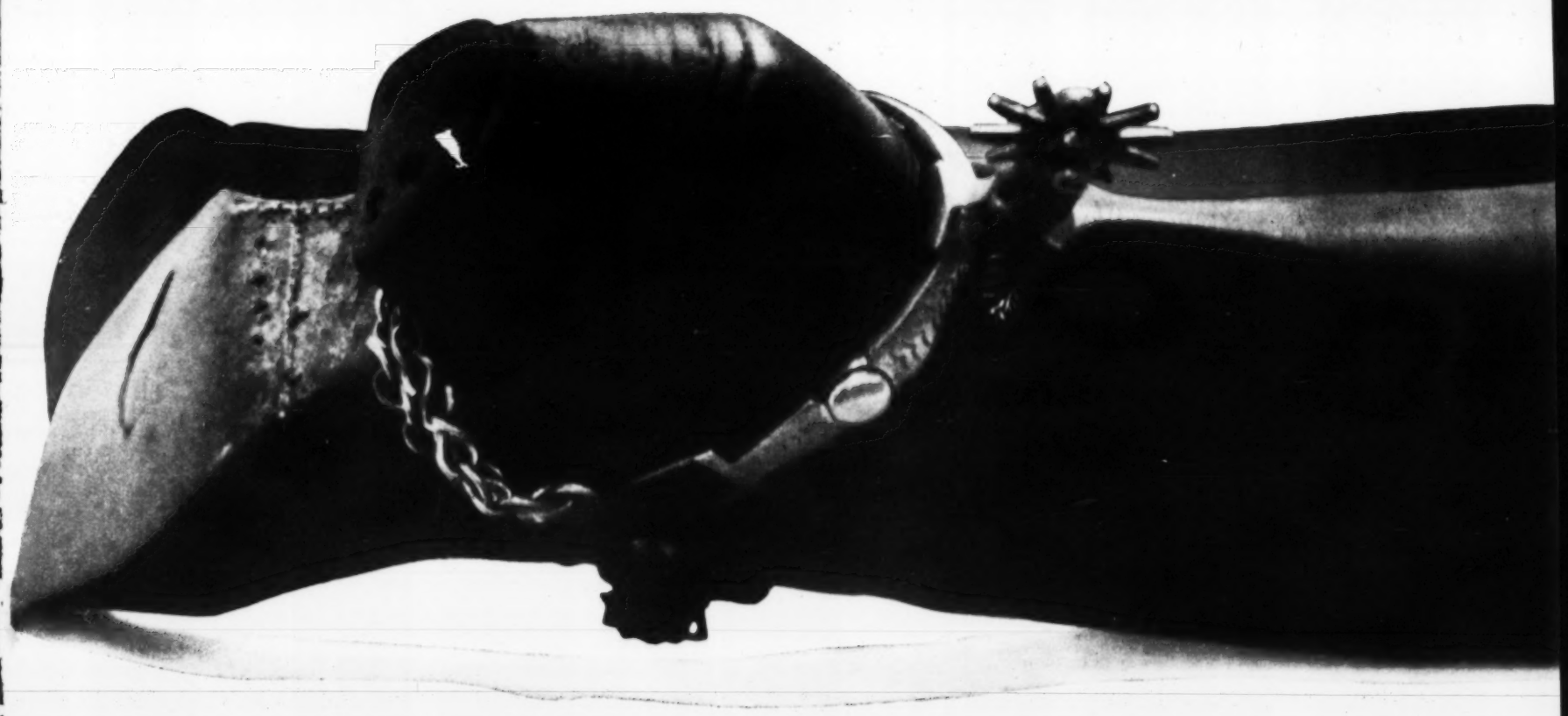
ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

SATURDAY, MAY 16, 1959*

# The day 'Gunsmoke' got beat to the draw



Through the first three months of 1959, *only two* regularly-scheduled television shows were seen in as many as 16,850,000 households per broadcast—the number reached by an average issue of Look Magazine. By the end of April only one TV show was outreaching LOOK. "Gunsmoke."

Then, on the evening of May 16, the number of homes tuned to "Gunsmoke" fell to 16,240,000. Of the 12 "Gunsmoke" telecasts since then, seven have been rated and reported. Their household reach averaged 15,009,000.

*From the middle of May to the middle of July (latest available ratings), not a single regularly-scheduled TV program reached as many households as an average issue of LOOK.*

Advertisers have long recognized the matchless power of a great national magazine to build a brand image . . . enhance product prestige . . . promote the believability essential to sales. Now, through a nationwide study by Audits & Surveys, Inc. (establishing LOOK's average-issue household coverage at 16,850,000), comes additional proof of magazine impact. Proof that, for sheer size and constancy, *the reach of one great magazine cannot be equalled by the fastest gun in all TV.*

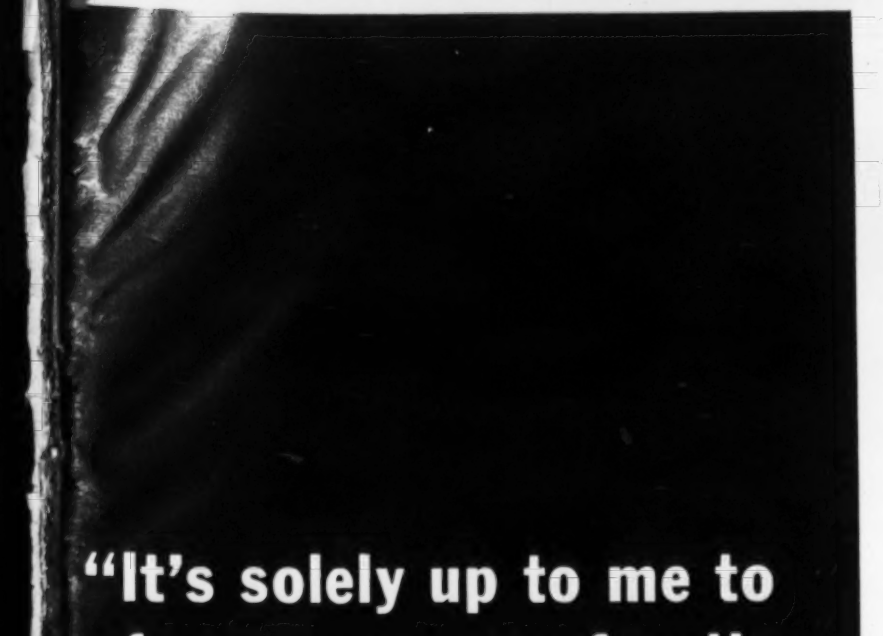
*And every Saturday since then for which ratings are available.

**LOOK** THE EXCITING STORY OF PEOPLE

*your best customers are*

# "FUSS BUDGETS"

**In Wage-Town, <u>women</u> control**
**...sell them, and you sell**



**"It's solely up to me to fuss over our family budget and manage our finances...my husband says that's a woman's job."**

**Mrs. C. O. T.**

**(from a Social Research, Inc. study)**

**he family money your brand!**

Mrs. T., like most TRUE STORY WOMEN'S GROUP readers, is governed by traditional working class philosophy which dictates that "earning the family money is the man's responsibility, but managing and spending it wisely is the woman's duty." By comparison, the typical "white collar" housewife and her husband usually share responsibility in money matters to a great degree.

Mrs. T., however, not only does the family's budgeting, buying and saving, but she almost always decides what should be bought—and when. She's a purchasing agent in the purest sense. And as such, she must be continually sold.

## THEY NEED A SPECIAL APPROACH

The millions of young, home-making housewives represented by Mrs. T. cannot be reached to any significant degree by the "white collar" magazines. Those magazines are just not edited with working class needs, objectives and aspirations in mind. So, Mrs. T.'s type of women largely reject these magazines. To illustrate:

**76%** of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines*

**70%** of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies*

A host of perceptive and successful advertisers have, for years, recognized the separate nature of the TRUE STORY WOMEN'S GROUP audience — and have profited. Myriad others are seeing their marketing franchises become firmly established in this same audience—and they are happy with the results.

It is not bad business philosophy to be seen in the company of success!

*Source: Social Research, Inc.; Kemp Audience Report*

**True Story**
WOMEN'S GROUP
*40 years of serving Wage Earner America*

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY

# DON'T MISS THE BIG PARADE IN DAYTON OHIO

Business is thriving in Dayton—thanks to the constant expansion of its home-grown industries. Their development has made this industrial hub the key market center of a thirteen county trading area. Dayton is prosperous—and so are its citizens. Sixty-five percent of them own their own homes. Total effective buying income has risen from $666 million in 1950 to more than a billion today . . . an increase in spendable income per family from $4,907 in 1950 to $7,268 in 1959. This represents a rise of 48%.

Industrial payrolls amount to 40% of total effective income . . . up from $345 million in 1950 to more than $475 million in 1958. Some 217,000 persons are employed in the Dayton area. The famous National Cash Register Company makes its home here. And Dayton has the country's third largest concentration of General Motors employees. At Wright-Patterson Air Force Base and Gentile Air Depot, 32,000 workers earn a yearly payroll of $210 million. Dayton is proud, too, of its graphic industries . . . fine printing houses, typographers and platemakers, all employing highly skilled and highly paid craftsmen.

Soon this city will have easy access to international commerce. The completion of an expanded highway system will link Dayton to Toledo, Lake Erie and the St. Lawrence Seaway, 150 miles away.

If you want your share of the big boom in Dayton, the *Dayton Daily News* and PARADE will give it to you. Each Sunday they call on four out of five homes in the Dayton area.

How Big is PARADE in DAYTON?

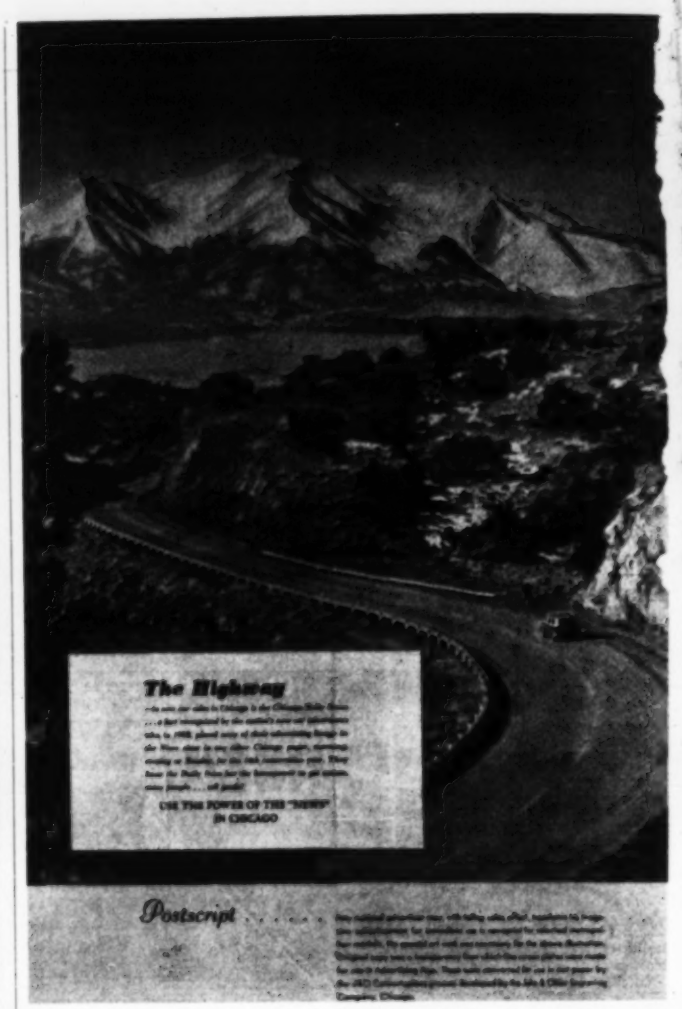
Per cent of families reached

POST...11.5% LIFE...13.2% LOOK...17.3%

PARADE...80.5%
(HOME COUNTY)

Represented Nationally by Sawyer-Ferguson-Walker Co.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.


SMART—*Chicago Daily News emphasizes the excellence of its color printing and the ease of converting magazine plates for r.o.p. use by reprinting full-color ads prepared for Advertising Age in its own columns, with copy explaining: "No special artwork was necessary for the above illustration. Original copy was a transparency from which fine screen plates were made for use in Advertising Age. These were converted for use in our paper by the J&O Convertaplate process developed by the Jahn & Ollier Engraving Co., Chicago."*

### *Clinic Chairmen Named for Advertising Workshop*

Clinic chairmen have been named for the 1959 Advertising Workshop, sponsored by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago. The eight-week workshop, consisting of nine clinics, begins Sept. 28.

Clinic chairmen are James Ishan, Needham, Louis & Brorby, and Harry Kinsey, Tatham-Laird, copywriting co-chairman; Sam Austin, Sam L. Austin Inc., publicity and public relations; Ralph Stewart, John W. Shaw Inc., production; Eugene Telser, Elrick & Lavidge, marketing and merchandising; William Wilson, Young & Rubicam, television and radio; Harold Green, *Media/scope*, and Elaine Kortas, Marsteller, Rickard, Gebhardt & Reed, media co-chairmen; Robert Mogge, Arthur R. Mogge Inc., industrial advertising, and Robert Enlow, American Medical Assn., direct mail. Tuition is $22.50 for one eight-session clinic. Advance registration may be made through CFAC headquarters, 36 S. Wabash Ave., Chicago.

### *Flagg Stores to Open 8 New 'Supermarkets'*

Andrew Flagg Stores will open eight self-service non-food general merchandise "supermarkets" in the Chicago suburban area within the next year, with four being scheduled to open within the next three months. The proposed units will average between 15,000 and 20,000 sq. ft. The cash-and-carry stores will utilize a 100% check-out system. Flagg, operated by Benjamin Allen & Co., Chicago, opened its first "supermarket" last October in Park Ridge, Ill.

## *Ad Expenditures in Italian Media Hit $92,800,000 in 1958*

MILAN, ITALY, Aug. 18—Advertising expenditures in Italian media totaled $92,800,000 in 1958, according to a booklet just issued by a one-year-old agency, Pubbli-Market.

Magazines and newspapers—lumped together there as "the press"—absorbed 50% of this expenditure. The next ranking medium, interestingly enough, is outdoor, which accounted for 14% of the total expenditure.

Pubbli-Market's 30-page booklet is a concise summary of the Italian market and the media facilities available. It includes circulation and rate data.

The booklet is in English and carries the title, "How Many Italians Eat Spaghetti?" Answer: 24 out of 100 Italians eat spaghetti every day. Copies are available from Pubbli-Market, Via Eorigi, 11, Milan. #

### *Liller, Neal Adds Bev-Rich*

Bev-Rich Co., Columbus, Ga., maker of a new "instant" soft drink, has named Liller, Neal, Battle & Lindsey, Atlanta, as its agency. Bev-Rich is being tested in Columbia, S. C., Chattanooga and Macon, with two- and four-color newspaper ads and tv spots being used.

### *'Feedlot' Becomes Monthly*

*Feedlot*, published by Miller Publishing Co., will change from bi-monthly to monthly publication, beginning with the January, 1960 issue. Basic page rate will remain at $300.

### OSCAR C. ROY

LONG BRANCH, N. J., Aug. 18—Oscar C. Roy, 62, a member of the advertising staff of the *Journal of Commerce*, New York, for the past 15 years, died after a heart attack here Aug. 16 as he was leaving church.

He had been visiting friends here, but resided in Montreal, where he had recently opened an office for the *Journal of Commerce*. He was born in Boston and was an advertising salesman there for the *Boston American* before going to New York.

### NORMAN B. SMITH

POINT PLEASANT, N. J., Aug. 18—Norman B. Smith, 67, advertising manager of Sunshine Biscuits Inc., Long Island City, N. Y., died Aug. 14 of a heart ailment at Point Pleasant Hospital. He had been stricken while on a fishing trip.

He joined Sunshine Biscuits in 1913 and was named advertising manager in 1948. He was considered one of the leading authorities in the field of merchandising and sales promotion. He was a member of the Advertising Club of New York.

### JOHN W. FRIERSON

BIRMINGHAM, Aug. 18—John Woods Frierson, 62, president of the Birmingham Post Co., which publishes the *Birmingham Post-Herald*, died Aug. 14 after a heart attack.

Mr. Frierson had been with the Scripps-Howard chain since 1920, when he joined the *Memphis Press* after serving overseas in World War I. He became advertising manager of the *El Paso Post* in 1928 and was named business manager in 1929.

He later became business manager of the *Birmingham Post*, and when the afternoon *Post* became the morning *Post-Herald* in 1955 he was named president of the Post company. He was also assistant general manager of the *Birmingham News*.

### CARL TINNON

ST. LOUIS, Aug. 18—Carl U. Tinnon, 30, operations manager and film buyer of KTVI, was killed in an automobile accident here Aug. 12. He was on his way home from a Wisconsin vacation when the accident occurred on a St. Louis highway.

Mr. Tinnon joined the tv station in October, 1957, from KWK, St. Louis.

### MARTIN J. McGEEHAN

CHICAGO, Aug. 18—Martin J. McGeehan, 49, veteran broadcasting executive, died of a heart attack Aug. 12 at his office.

Mr. McGeehan was an account executive for American Broadcasting Co., having joined ABC in 1953. Prior to that he was assistant manager of Radio Station WJJD, and before that he was general sales manager of WCFL.

A graduate of Marquette University, Mr. McGeehan started his career with CBS in Chicago in 1937 as a sales representative. He was president and a partner in McGeehan & O'Mara, broadcast representative, from 1943 to 1947. Later he was midwestern manager of Liberty Broadcasting Co.

### *Brown, Simpson to KYA*

Jack Brown, formerly with KEWB, Oakland, Cal., has been named an account executive of KYA, San Francisco radio station. Kenneth Simpson, formerly advertising sales manager of *Official Amusement Guide*, San Francisco, has been named KYA continuity director.

### *Fletcher Udall, Gordon Cole Form Media Ad Reps*

Fletcher Udall and Gordon Cole have formed Media Advertising Representatives by integrating their two services into a single operation, with offices in San Francisco and Los Angeles. Mr. Udall, who has conducted a representative business as Fletcher Udall & Co. for the past 11 years, will direct the San Francisco office at 1221 Hearst Bldg.

Mr. Cole, for 10 years Los Angeles manager of Blanchard-Nichols and for two years head of his own company in Los Angeles, will manage the Southern California branch at 2252 W. Beverly Blvd.

### *Stromberger, LaVene Names Jones, Adds KNX Account*

Stromberger, LaVene, McKenzie, Los Angeles, has appointed John Thomas Jones, formerly in the broadcast department of Foote, Cone & Belding, New York, a copywriter.

Stromberger, LaVene has been named to handle advertising for KNX, Los Angeles, and for the CBS Radio Pacific Network. KNX also has named Al Racco, formerly with KLAC, Los Angeles, to its sales staff.

### *Goldman Starts Own Agency*

Robert B. Goldman Advertising Agency, 86 Weybosset St., Providence; has been formed by Mr. Goldman, who was formerly with Vincent Edwards Publishing Co., Boston.

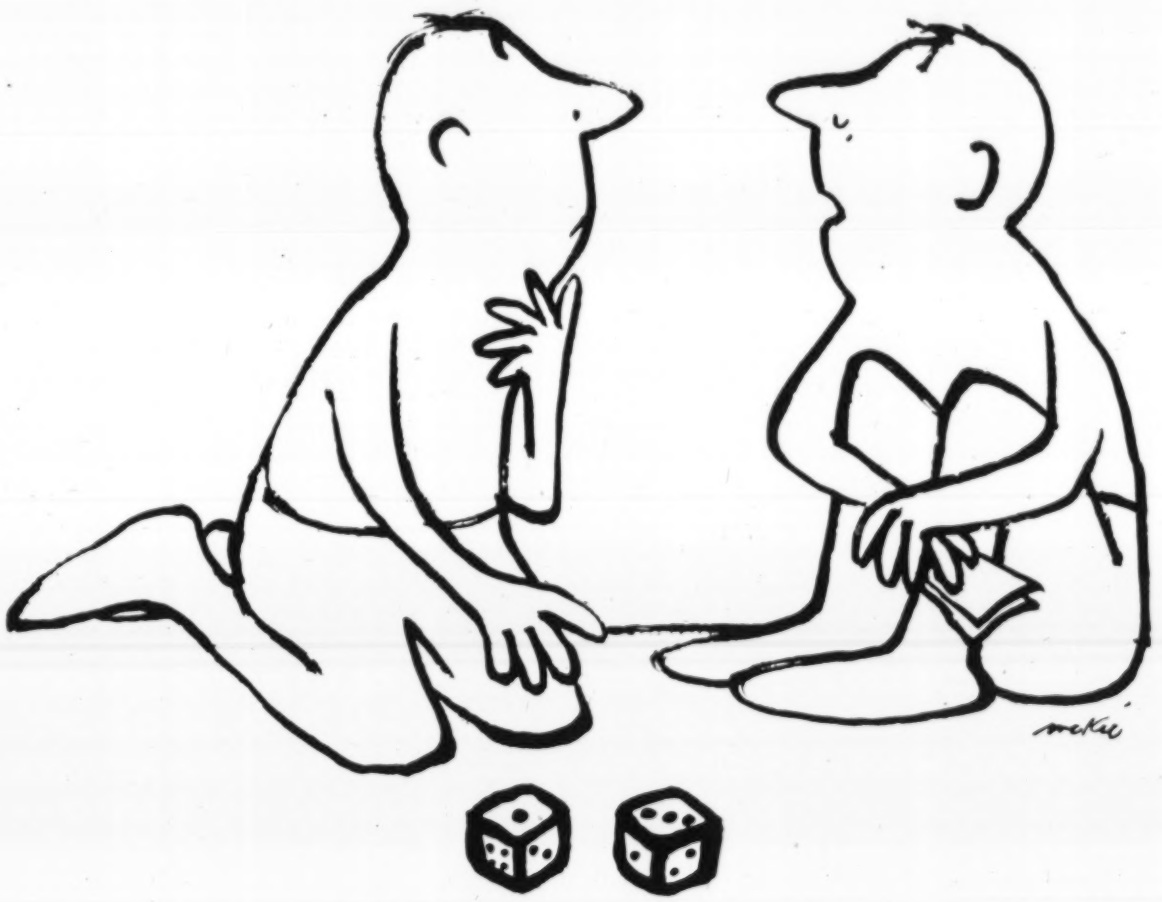
### *Kribs Opens in St. Louis*

Russell S. Kribs Associates, advertising display company, has opened at 111 S. Bemiston Ave., St. Louis. Mr. Kribs until recently was marketing vp of Tel-A-Sign Inc., Chicago.

### *Sterling Oil Names Lando*

Sterling Oil division of Quaker State Oil Refining Corp., Emleton, Pa., and St. Marys, W. Va., has named Lando Advertising Agency, Pittsburgh, for advertising and sales promotion.

*Want to*
**OWN**
*a piece of a*
**PLUSH PRIVATE NIGHT CLUB?**
A unique plan specially suited for people in advertising and allied fields (N. Y. C.).
Details on request.
Box 665, Advertising Age
630 Third Ave., New York 17, N.Y.



# 4's the Point

And it's a relatively easy point to make if you don't try to do it the hard way in the building industry.

⊙ is for the architect . . . advertise only to him and the engineer, and what do you get — ⊙ ⊙. Add the contractor ⊙ ⊙. Now you're getting close.

But when you roll for that all-important point, the client ⊙ ⊙, you've made the sale.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field — 60,000 — FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

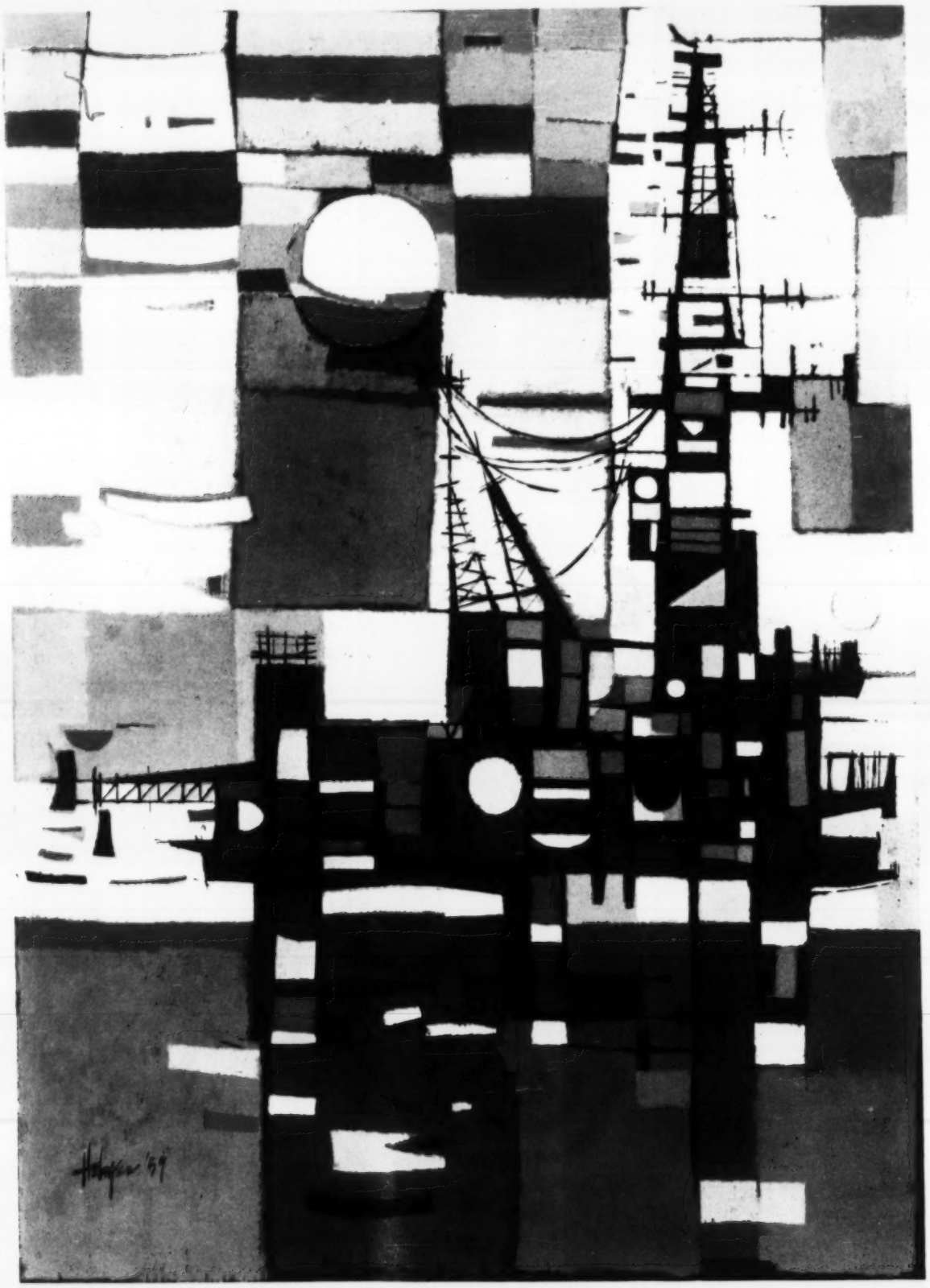
**Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies, and building product salesmen call on 64% of them.**

*Only FORUM makes this point:*

**FORUM**

**delivers the entire specifying and buying power of the building market.**

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.*



"DEEP WATER OIL RIG NEAR NEW ORLEANS" BY ROBERT HEIMER. FROM THE WDSU COLLECTION

In
New Orleans
**WDSU-TV**
gives you
the picture

Out in the Gulf of Mexico loom the towering offshore oil rigs. Their presence has changed the pace, the size the very skyline of nearby old New Orleans. New skyscrapers with names that oil made famous peer down at the fretted balconies of the Vieux Carre. Newcomers, oil and petro-chemical workers, jostle the oldtimers, mingling in the shopping crowds. And there's new money jingling in the pockets of both.

This is a new difference in America's most different city. WDSU-TV, with its years of experience, helps advertisers take full advantage of all the differences in the Greater New Orleans market.

## Coming Conventions

*Indicates first listing in this column.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. CBS Radio Affiliates Assn., sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

*Sept. 24-26. Advertising Federation of America, 10th District, convention, Hotel Texas, Fort Worth.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 4-6. Advertising Federation of America, 7th District, convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

*Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

### *Ayres Names Frisenfeldt*

William A. Ayres Co., San Francisco, publishers' representative, has appointed Fred Frisenfeldt its Southern California manager. Mr. Frisenfeldt, formerly western manager of Industrial Publishing Co., Cleveland, and Southern California manager of Fellon Publishing Co., San Francisco, will headquarter at Ayres' Hollywood office at 5880 Hollywood Blvd.

### *Square D Names Michalski*

C. M. Michalski has been appointed corporate manager of Square D Co., Detroit. He has been with the company since 1952.

## Trendex TV Ratings
### *Aug. 1-7, 1959*

| Rank | Program | Rating* |
|---|---|---|
| 1 | 77 Sunset Strip (Several sponsors, ABC) | 25.0 |
| 2 | All Star Baseball Game (Gillette, NBC) | 24.3 |
| 3 | I've Got A Secret (R. J. Reynolds, CBS) | 24.2 |
| 4 | Gunsmoke (Liggett & Myers, Sperry-Rand, CBS) | 23.4 |
| 5 | Desilu Playhouse (Westinghouse, CBS) | 22.6 |
| 6 | The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC) | 20.8 |
| 7 | Alfred Hitchcock Presents (Bristol-Myers, CBS) | 19.4 |
| 8 | Markham (Schlitz Brewing Co., CBS) | 18.9 |
| 9 | What's My Line (Sunbeam, Kellogg, CBS) | 18.7 |
| 10 | Arthur Murray Party (P. Lorillard, Pharmaceuticals Inc., NBC) | 18.6 |

*Ratings are based on the one broadcast during the week of Aug. 1-7, 1959.

## *Int'l CofC Disturbed by World Shortage of Ad Personnel*

NEW YORK, Aug. 18—There is a "disturbing and growing" shortage of qualified advertising personnel in the world, "especially in Europe where advertising is a relatively new profession."

This warning is made in a report issued yesterday by the International Chamber of Commerce. The report, "Education and Training in Advertising," was prepared by Francis Elvinger, head of the French agency bearing his name.

Mr. Elvinger's report constitutes a review of the educational and training facilities available for advertising people and would-be advertising people in 13 countries.

It concludes that such facilities are inadequate and must be improved.

■ "In the U. S.," the report says, "it has been estimated that, owing to the continual expansion of the country's economy as well as the normal need to replace staff, advertising agencies, for example, should recruit annually 10% of their present manpower. This figure may be regarded as a very conservative estimate for other countries.

"If, therefore, advertising firms do not wish to continue to squabble for the few available candidates that are qualified, they must be ready to train their staff themselves. The world of advertising must devise for itself a long-term policy and a systematic plan for building up the teaching of advertising on solid foundations and for training future advertising executives and perhaps top business executives."

Copies of the report are available from the ICC at 103 Park Ave. for $1.50. #

### *Buckeye Names Weber, Geiger*

Buckeye Tool Corp., Dayton, has named Weber, Geiger & Kalat, Dayton, as its agency. Industrial Advertising Service, Dayton, is the previous agency of record.

### *'WSJ' Offers Gutter Bleed*

The *Wall Street Journal* is now accepting gutter bleed ads from advertisers buying spreads in any of its four regional editions. Price of the gutter is equal to one column, so the price of the spread plus gutter will be equal to the cost of two six-column pages plus the seventh column for the gutter. Such ads must be scheduled three days prior to the printing date. The gutter is not available to advertisers buying less than a spread.

### *Myrbeck & Co. Buys Land*

S. Gunnar Myrbeck & Co., Quincy, Mass., has purchased land at the junction of Route 128, which circumvents Boston, and the new Southeast expressway out of Boston, and plans to relocate there.

### *O'Neill Joins Aylin*

Michael B. O'Neill has been appointed account executive at Aylin Advertising Agency, San Antonio. He formerly was an account executive at KONO, San Antonio radio station.

### *Hanson-Whitney Appoints*

Hanson-Whitney Co., Hartford, manufacturer of thread taps and gages and other products, has named Taylor & Greenough, Wethersfield, Conn., as its agency.

memo:
**Hand-Picked Coverage**
*EVERY* hotel in the U. S. with over 100 rooms.
*EVERY* motor hotel —
The *TOP* 64.5% of hotels from 50 to 99 rooms —
Covered at the buying and specifying level
by
THE
**HOTEL MONTHLY**
105 W. Adams St.
Chicago 3, Ill.
*a Clissold Businesspaper*

C A M B & H C
one Simplified service operation
Photoengravings for Letterpress, Positives for Gravure
COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE
CHICAGO 6, ILLINOIS

No other medium delivers the Columbus and Central Ohio Market like the
**Columbus Dispatch**
Circulation—Daily: 181,410; Sunday: 241,923
Optional Combination Rate with the morning Ohio State Journal now available
Representatives: O'Mara & Ormsbee, Inc.
Columbus has the buying power . . . The Dispatch has the selling power
The Columbus Dispatch
OHIO'S GREATEST HOME NEWSPAPER

## NAFI Corp. Buys KCOP, L.A., Seeks More Western Units

LOS ANGELES, Aug. 18—In a major move toward acquiring the full complement of seven radio stations and five tv stations allowed by the FCC, NAFI Corp. (formerly National Automotive Fibre Industries) has assumed ownership of KCOP, Los Angeles.

The move follows FCC approval of the acquisition of KPTV, Portland, Ore. (AA, June 15) for $3,800,000 and purchase of KOBY, San Francisco, for $1,200,000, subject to FCC approval.

■ KCOP has been owned principally by Bing Crosby, who has been board chairman, and Kenyon Brown, serving as president. Although the NAFI purchase involved only an exchange of stock, the sale price was said to be equivalent to between $5,000,000 and $6,000,000. Mr. Crosby and Mr. Brown will now hold the same position with KCOP-TV Inc. and Oregon TV Inc. (KPTV). In addition, Mr. Brown will also head the broadcast division of NAFI and supervise the development of the NAFI syndications division, a subsidiary for producing and distributing tv programs on both film and tape.

Board chairman of NAFI is Paul V. Shields of the Wall St. company of Shields & Co. John G. Bannister is president.

■ In announcing the NAFI plan, Mr. Brown said it would probably spend more than $35,000,000 to acquire maximum radio and tv station ownership. In addition to the nucleus of three stations, others will be acquired as quickly as is practical, he said.

Present intentions are that stations acquired will be on the West Coast, but this does not rule out stations in other areas. Mr. Brown said West Coast stations will be sought because growth and opportunities are considered greater in this area and properties so located can be more easily managed from broadcast division headquarters in Los Angeles. #

### *Arizona Trading Stamp Plan Will Pay Customers in Cash*

Accumulated Capital, Phoenix, will introduce a new trading stamp plan whereby stamps are redeemable for cash in Arizona in the fall. Under the ACI plan, customers get 10 stamps for each $1 purchase. ACI stamp books require 1,000 stamps to complete.

When completed they can be redeemed for $1 in cash or, if the customer prefers, books can be accumulated and exchanged for certificates of investment. Having a par value of $10 these certificates represent 10 shares of common, non-voting stock in the company. The advertising schedule includes newspapers, outdoor, radio and television.

### *WIP Files Application for Operator's License*

WIP Broadcasting, Philadelphia, has applied for a license to operate Channel 12, Wilmington, Del., independent tv station. The company plans to operate WIP-TV as a service station with special emphasis on educational programming. WIP Broadcasting owns and operates WIP and WIP-FM, Philadelphia. Two other groups also have filed applications for the Wilmington station.

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

### *Yashica Cameras Get Push in Consumer Magazines*

Yashica Inc., New York, has begun a print campaign for Japanese-made Yashica cameras, using *Esquire, Life, New York Times Magazine, The New Yorker* and *Sports Illustrated*. The company formerly limited its print advertising to camera magazines.

Yashica will continue to advertise in *Modern Photography, Popular Photography, U. S. Camera* and, for the first time, *Camera* 35, to introduce its new 35mm line. Jack Gilbert Associates, New York, is the agency.

### *Tucker Succeeds Tuller*

Harold Tucker has been appointed manager of the Los Angeles office of Cresmer & Woodward, newspaper representative, succeeding Dick Tuller, who is joining the *San Diego Union-Tribune* in the new post of assistant to the advertising director, effective Sept. 14. Mr. Tucker, assistant manager of the office, joined Cresmer & Woodward in 1953. Mr. Tuller, a vp, has been with the representative company for eight years.

### *Roofing Books Merge*

Shelter Publications, Chicago, publisher of *National Roofer* & *Building Improvement Contractor*, has purchased *American Roofer & Siding Contractor* from Hoffman Publications, New York, and will combine the two magazines, beginning next January. Initially, the combined magazine will carry both names, but next July will become *American Roofer & Building Improvement Contractor*.

### *Masson Publishes Booklet*

Paul Masson Vineyards, Saratoga, Cal., has published a booklet, "Who Reads Paul Masson's Ad?" The booklet contains reprints of sample ads which appeared during the first six months of 1959 and readers' comments on these ads.

This Digest advertising helped

Advertisement

Another report from the medium that's adding a new dimension to marketing

How a secret hidden in ancient churches brings new quiet and charm to today's living

FOUND: A BETTER NOISE TRAP

Airplanes...street traffic...motorized appliances...ear-splitting radio or television programs—these are only a few of the noise-makers that beset the home today. Home owners often pay the penalty in tension, annoyance, fatigue, irritability and even digestive disturbances.

Widespread recognition of these adverse effects of noise has increased the demand for home acoustical treatments. At the two recent Women's Congresses on Housing, requests were made for quieter homes.

Searching for a better answer, Wood Conversion Company laboratories developed a new wood-fiber acoustical tile that combines an ancient acoustical idea with modern, high-style decorative treatment. The product is called Nu-Wood® Micro-Perf acoustical tile.

New Application of Church "Sound Pots"

In 12th and 13th Century Swedish and Danish churches, curious, pot-shaped apertures were used in walls and arches over the choir to render sound more pleasing. Similar-shaped openings are used in Nu-Wood Micro-Perf tile to improve sound absorption. Upper drawings show details of the "sound pots"...lower photo is enlarged cross section of Nu-Wood tile showing the pot-shaped, fiber-lined perforations.

How sound is controlled by these needle-point Micro-Perf holes

Nu-Wood' Micro-Perf acoustical tile has hundreds of needle-point holes, practically invisible when the tile is applied. Only the reduced noise level in the room tells the home owner they are there. Why are these tiny perforations so effective in controlling unwanted sound? The secret is in their shape—the pot shape that creates a chamber with sound-absorbing ability. When applied, Nu-Wood Micro-Perf tile seals up noise the way a sponge absorbs water.

The exceptional classic beauty of Nu-Wood Micro-Perf tile comes from an 3-dimensional-looking geometric pattern, available in grid or hedge sizes. Remaining much more conch materials, this pattern is suitable for any room in the house. Micro-Perf tile, too, is much cleaner, highly light-reflecting and has a flame-resistant surface. It is sold by lumber dealers throughout the country.

For a 16-page booklet, "Sound Control in the Home," write to Wood Conversion Co., Dept. 1529, First National Bank Bldg., St. Paul 1, Minn.

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### Bo Bernstein Adds Holyoke Cinema, Grace Holmes Plan

Holyoke Cinema Shops Inc. has named Bo Bernstein & Co., Providence, R.I., to handle advertising for its Miracle Mart division, which consists of chains of self-service department stores operating in Grand Rapids, Mich., Reading and Wilkes-Barre. Bernstein also has been named to handle advertising for Grace Holmes Club Plan, a subsidiary of Gracious Living Inc. A b&w half-page in *Look* Sept. 15 will launch a magazine drive for Grace Holmes Plan.

The Bernstein agency has named Joseph F. Dinonsie assistant copy chief and has promoted Mrs. Ellen Diamond to radio and tv director. Mr. Dinonsie formerly was with Universal-International Studios. Mrs. Diamond has been with the agency since 1954.

### Gotthelf Gets Vince

Standard Laboratories, Morris Plains, N. J., subsidiary of Warner-Lambert Pharmaceutical Co., has appointed Ted Gotthelf Associates, New York, to handle Vince mouth wash and Veracolate laxative, effective Jan. 1. The present agency is Noyes & Sproul.

### Robert Kroll Joins Esty

Robert Kroll, formerly copy chief of Donahue & Coe, New York, has joined the copy department of William Esty Co., New York.

## J. T. Connolly, 47, CBS Radio VP, Dies in Philadelphia

PHILADELPHIA, Aug. 19—Joseph T. Connolly, 47, vp of Columbia Broadcasting System Radio, and formerly vp and general manager of radio station WCAU here, died Aug. 17 of cancer at Pennsylvania Hospital.

Shortly before he was taken seriously ill about a month ago, when he underwent major surgery, he had been named a vp of CBS.

Before joining WCAU in 1940, Mr. Connolly had been with radio station WFIL here for five years as assistant news editor and director of news, advertising, and special events promotion and publicity. At WCAU he held similar posts before he was named program director in 1946, and vp in charge of radio programs in 1947.

From 1953 until CBS purchased the station last year, Mr. Connolly also had supervised national advertising sales for the station, and was named general manager last year.

Mr. Connolly attended Villanova University, and served in the Navy during World War II. He was commander in the naval reserve. He was active for many years in, and a former president of, the Pennsylvania Assn. of Broadcasters.

### PAUL R. WEEKS

HARLINGEN, TEX., Aug. 18—Paul R. Weeks, 50, former vp and one of the original partners of H-R Representatives Inc., New York, radio-tv sales representative, died of a heart attack here Aug. 13. Mr. Weeks had retired from the New York company last October because of ill health, and had opened a retail shoe business here.

Born in Chicago, he began his business career with an Illinois public utility company. In 1940 he joined the sales staff of Headley-Reed, Chicago, radio-tv representative, and in 1949 was transferred to the company's New York sales office. In 1950 Mr. Weeks, Frank Headley and Dwight Reed resigned from the Headley-Reed organization and formed H-R Representatives Inc.

### Leathercraft Plans Fall Push

Leathercraft Inc., Chicago, business case manufacturer, will use business publications to kick off its fall campaign using a "going places" theme. Ads will appear in *Geyer's Dealer Topics, Luggage & Leather Goods, Modern Stationer, National Stationer* and *Office Appliances*. Leathercraft's consumer schedule includes *Insurance Salesman, Rough Notes, Sales Management* and *The Office*. Phil Gordon Agency, Chicago, handles the account.

### Pesco Names Penn & Hamaker

Pesco Products division of Borg-Warner Corp., Bedford, O., manufacturer of hydraulic, electronic and systems components for the aircraft-missile industry, has appointed Penn & Hamaker, Cleveland, as its agency. Jayme Organization Inc., Cleveland, is the former agency.


# increase sales 45%

## Wood Conversion Co. reports record sales of new acoustical tile —advertised exclusively in Reader's Digest

Recently, the Wood Conversion Company developed a new acoustical ceiling tile for homes. Instead of having the large sound-absorbing holes associated with commercial tile, it has smaller-sized holes arranged in attractive designs and connected with larger sound-absorbing chambers beneath the surface. This new tile—called Micro-Perf—not only provides sound-correction, but it adds beauty to any room.

The Reader's Digest was chosen to *advertise this new product exclusively*. It was the first time the company had ever used the Digest. And sales of the new product would depend almost entirely on the Digest response.

Marland S. Wolf, the company's sales vice-president, reports:

*"Within 60 days after our first Digest ad appeared, many of our district sales managers went* 100% *over their quotas. Each month following saw better-than-quota performance. For the first six months, acoustical tile sales were 45% ahead of last year's substantial volume.*

*"We began to get straight carload orders for our new acoustical tile. Dealers and jobbers were enthusiastic about the new product and the promotion behind it. Nu-Wood acoustical tile sales continued to move up."*

Almost immediately, Wood Conversion plants stepped up to capacity production of acoustical tile, added another production line, and *still* tile sales continued to climb.

Advertising Manager Kenneth C. Lindley says:

*"Almost as an afterthought, we added three small lines at the bottom of our Digest ads offering an idea booklet for 25¢. We were swamped with orders.*

*"What's more, 1,500,000 pieces of sales literature were ordered after the first Digest ad appeared . . . to meet a demand double anything we had ever experienced."*

The record results obtained by Wood Conversion Co. are not unusual for Digest advertisers. Readers *shop* Digest advertising pages . . . they have the money to buy . . . and they *buy*.

Next time you're considering a media schedule, consider what The Reader's Digest . . . world's most powerful selling force . . . can do for *you*.

## Quick facts for busy executives

Reader's Digest offers all these *exclusive* benefits to advertisers:

**1** ***The largest proven audience of readers.*** It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the magazine than look at the average night-time network television program.

**2** ***The largest quality audience.*** More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

**3** ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

**4** ***Belief in what the magazine publishes.*** People have faith in the Digest, in its editorial and advertising columns alike.

These other advantages of Reader's Digest also help your advertising dollars work harder:

- 4-color advertising for only 13.1% more than black-and-white. Lower cost-per-thousand for 4 colors than any other major magazine offers for black-and-white
- 2-color advertising at the same cost as black-and-white
- Bleed-page advertising—40% more space—at no extra cost
- Half pages in 2 and 4 colors
- All advertising placed adjacent to editorial matter
- 11,750,000 circulation rate base

*People have faith in*

Reader's Digest

***Largest magazine circulation in the U.S.***
***Over 11,750,000 copies bought monthly***



WTRF-TV STORY BOARD

Two wealthy industrialists fell into an argument about whether the Russians were really our friends. The one who maintained that they were said, "Why, I'll bet that I could ride a Russian ship to Russia, tour the country—even Siberia—and return, and nothing at all would happen to me."

The other called his bet, and the sum was set at a million dollars.

Two weeks later, as the Russian vessel left New York harbor, the ship's captain called the American from his cabin. "Ve haff cable for you from New York," he snarled, glaring at the fellow. "Read it!"

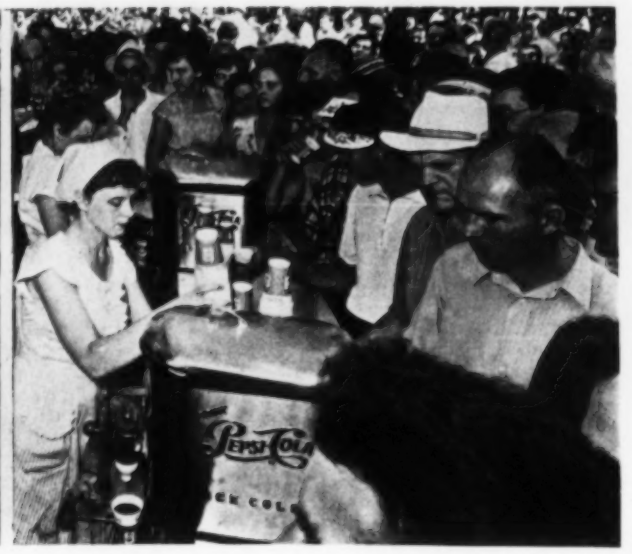
The American looked at the telegram, which was signed by his friend. "If you can't shoot Khrushchev," it read, "try for Mikoyan."

● Sure-thing bets have a habit of backfiring—but not when you bet on a WTRF-TV spot campaign to help your sales. WTRF-TV sends the big picture into 36 counties in the rich, prosperous, booming Ohio River valley . . . where 2 million people have a spendable income of $2½ billion annually. Ask the George P. Hollingbery people for the details.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

# PHOTO REVIEW OF THE WEEK

Miss Khruschev Thompson Khruschev



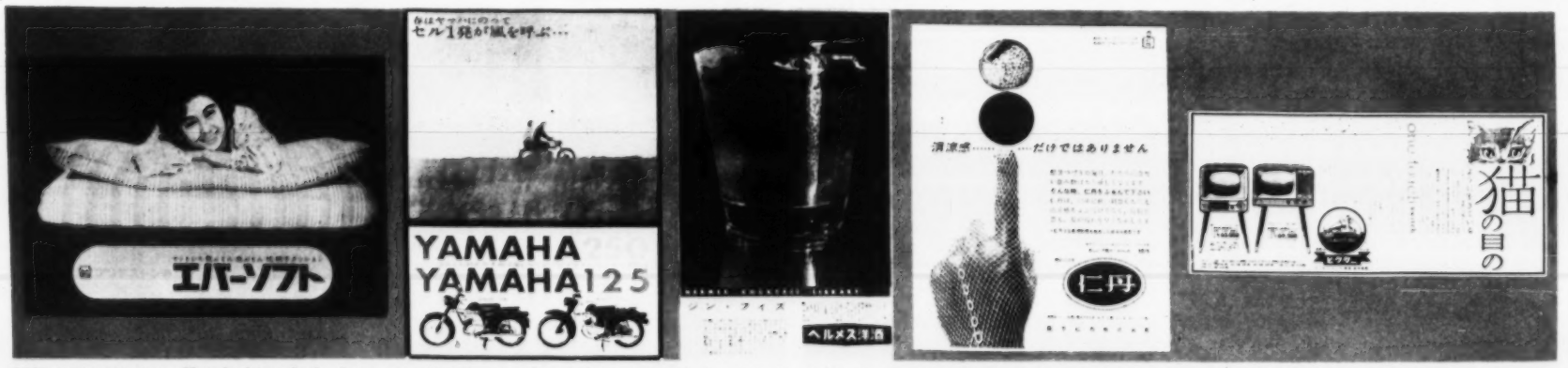

FIGHTING THE COLD WAR—*Two American products—Pepsi-Cola and bourbon—establish marketing beachheads in Moscow. Curious Russian visitors to the American National Exhibition in Moscow line up to get their free cup of Pepsi. Pepsi-Cola Co. expects to give away 4,500,000 drinks during the 42-day exhibition. Another curious Russian, Soviet Premier Nikita S. Khruschev, samples some bourbon aboard the jet which brought Vice-President Richard M. Nixon to Moscow, while U.S. Ambassador Llewellyn Thompson and Mr. Khruschev's daughter look on. The bourbon was shipped to Moscow by the Bourbon Institute. Mr. Khruschev also samples some Pepsi at the exhibition.*

Harper Franz Johnson Gunn Wherry Callos Scheidker

PLANNING—*Alexander H. Gunn III, J. Walter Thompson, and chairman of the central region of the Four A's, listens as Richard L. Scheidker, exec vp, Four A's, adds an idea in the planning session for the central region's 22nd annual meeting Oct. 15-16 in Chicago. Committee members include Paul F. Harper Jr., Needham, Louis & Brorby; Alex Franz, Alex T. Franz Inc.; Edna Johnson, Fensholt Advertising Agency; Larry Wherry, Baker, Tilden, Bolgard & Barger; and George J. Callos, Klau-Van Pietersom-Dunlap. The meeting will be held at the Drake Hotel.*

Papert Schulz Rawland Hutchings

WOUNDUP—*Four members of the Texas Daily Newspaper Assn. compare scores after finishing 13 holes of golf at the group's tournament in Fort Worth. They are S. W. Papert Jr., Dallas, president of the Texas Daily Press League; Afton Schulz, general manager and assistant publisher of the Temple Telegram; William Rawland, publisher, Cleburne Times-Review, and Geoffrey Hutchings, southwestern sales manager, Bowater Paper Co.*




BEST JAPANESE ADS—*Kotobukiya Ltd., Japanese distiller (center ad), captured the grand prize plus prizes in the magazine, spot radio and television categories in the 12th annual Dentsu Advertising competition for 1958 work. Also shown above are four other prize winners: point-of-sale display (girl on mattress) Bridgestone Tire Co.; poster by Yamaha Motor Cycle Co.; and newspaper ads by the medical division of Morishita Pharmaceutical Co. (pointing hand) and Victor Co. of Japan.*

ORIENTAL TOUCH—*This vignette on how to make party time refreshments more attractive is all ready for fall airing on "Riverboat" (NBC-TV). The idea of fashioning a vegetable tray after an Oriental garden was used first in print ads for Hellmann's in June and July magazines. Audio for the commercial, which was filmed by VIP Inc., is provided by the strains of the familiar Hellmann's jingle rendered in Japanese fashion in the background. Announcer Dick Stark does most of the pitch in a voice-over style, but in the closing frames the figurine comes to life on camera as pretty Tsuruko Kaboyoshi takes over for the parting words for Hellmann's. The magazine ad and the tv version it inspired were written by Dancer-Fitzgerald-Sample's Gertrude Brooks. Agency producer for the commercial was Ernie Pittaro.*

# 19 of the 25 top National Advertisers chose *Family Weekly* this year . . .

FAMILY WEEKLY's saturation of the 184 mighty middle markets is a prime factor in its selection by nineteen of the top 25 leading national advertisers during the first eight months of this year. In the giant market where its coverage is 20% or more—where merchants do a whopping $29,852,066,000 in retail sales—FAMILY WEEKLY reaches an average of 53% of all homes. It averages NINE out of ten families in its 184 city zones. No other national medium equals FAMILY WEEKLY's coverage and performance in this important 15% of the total U. S. market. Ask your nearest FAMILY WEEKLY representative for details.

**FAMILY WEEKLY MAGAZINE, Inc.**

Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*
**153 North Michigan Avenue, Chicago 1**
NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.

**The best 15% in advertising**

*is the 15% of the total U.S. market saturated by FAMILY WEEKLY*

**World's Largest Retail Market That Can Be Reached In Such Depth With A Single Medium**

good reproduction + correct dot structure = your money's worth in the magazine

☞ This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

**Hutchings & Melville, Inc.**
*custom photoengraving*
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

### *JWT Exec Coleman Writes on 'Successful Advertising'*

"The Practice of Successful Advertising," by Loyd Ring Coleman, Australian executive of J. Walter Thompson Co., has been published in Australia, and copies are being made available in the U.S.

The new book is a summation of Mr. Coleman's 40 years in the advertising field. Some typical Coleman statements: "If the shock is too great, the product will not sell. If the shock doesn't exist, the public won't look. Between these two extremes lies the genius of the artist and the planning group. . ." "The thing to remember is that the impression of the product is what counts. What people think of the commercial counts not at all." Copies may be obtained from James Watson & Co., 51 Melcher St., Boston, for $9.75 each. Bert Garmise & Associates, New York, has been named to handle promotion in the U.S.

BEST OF THE JETS—*This is the first page of a four-page ad that United Air Lines will run in eight magazines to announce its new DC-8 Jet Mainliner.*

# United Airlines Sets Record Push for DC-8 Jets

(*Continued from Page* 3)

devoted to praising the new Douglas DC-8s. Describing the DC-8 as the "best of the jets," the copy points up that "while United might have been the first airline to offer jet service to the nation, it chose to wait for the superiority of the Douglas DC-8—the best of the jets."

Before choosing the DC-8, United also was considering the Boeing 707, which is used by United's strongest rivals—American Airlines and Trans World Airlines. In current ads, TWA describes the Boeing 707 as the "world's fastest and largest jetliner." TWA also is placing heavy emphasis on specific times taken to reach certain cities.

■ The new United campaign revives memories of three years ago when the Ayer agency and Boeing Aircraft Co. mutually agreed to part ways because of a conflict of interests (AA, July 9, '56). At that time, United ordered 30 DC-8s from Douglas, favoring them over the Boeing 707.

A year later, however, United ordered some Boeing 720 medium-range jet planes (AA, Dec. 9, '57). United told Advertising Age that it has bought 18 of the 720s from Boeing in the last five years. United has purchased many more aircraft from Douglas over the last 20 years than it has from Boeing, the airline said.

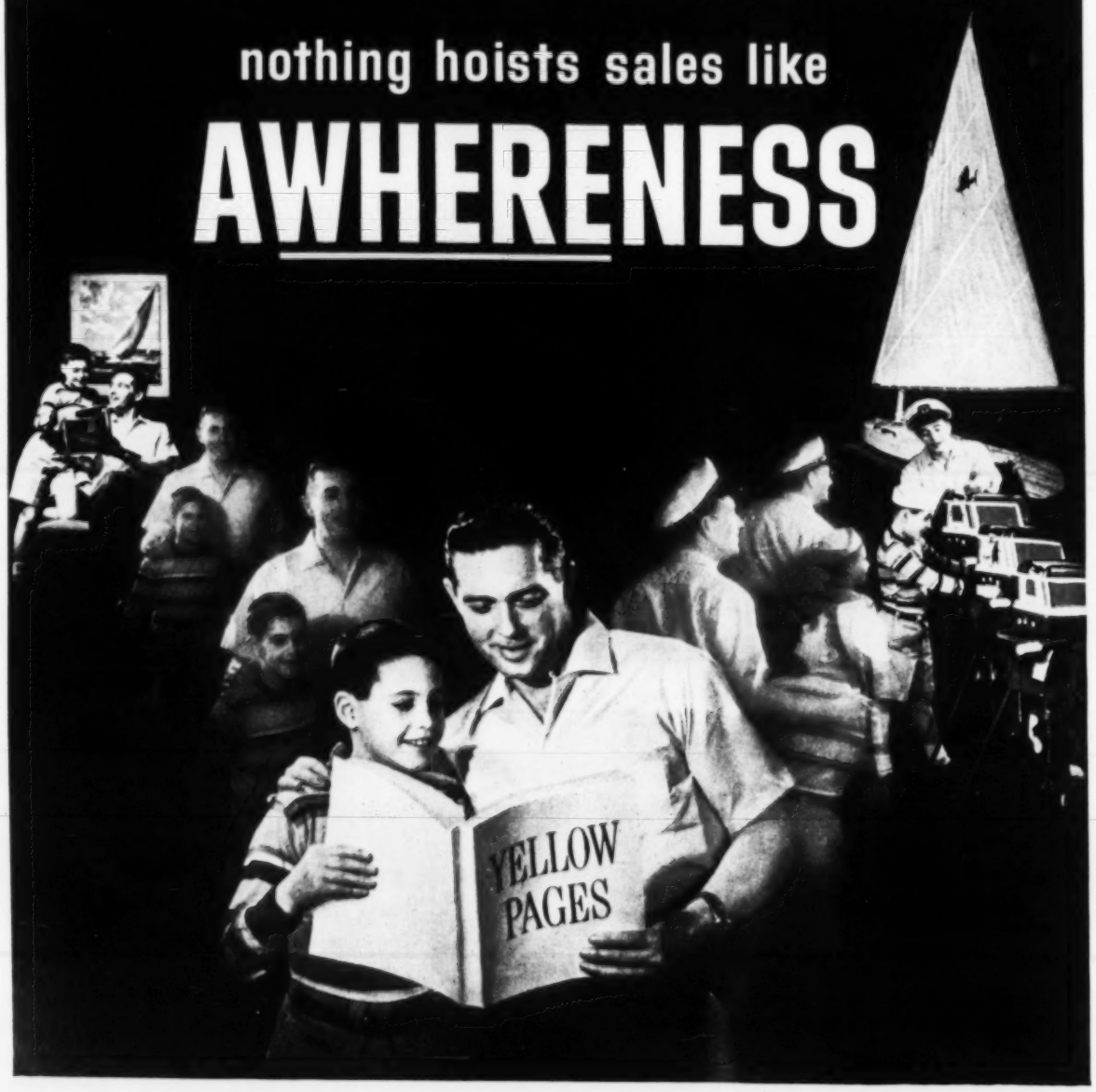
In addition to United, DC-8s also have been ordered by Eastern, Delta, North West and Pan-American, which also uses Boeing 707s. American, TWA and Continental have purchased the 707s, and American also has ordered some Convair 880s and 600s.

Other DC-8 flights which United plans to inaugurate later this year include New York-Los Angeles; Chicago-San Francisco; Chicago-Los Angeles; San Francisco-Los Angeles; Washington, D.C. (Baltimore)-Chicago-San Francisco, and along the Pacific Coast from Los Angeles and San Francisco to Seattle-Tacoma. #

### *Ebco Promotes Pierce to A.M.*

Elisha G. Pierce has been promoted to advertising manager of Ebco Mfg. Co., Columbus, O., maker of Oasis and Kelvinator water coolers, dehumidifiers and juice dispensers, succeeding Thomas Spence, who has resigned. Mr. Pierce formerly was assistant ad manager.

nothing hoists sales like
AWHERENESS




...and nothing builds AWHERENESS like the Yellow Pages

Whatever your business, from Outboard Motors to Office Supplies, make selling smoother sailing by letting AWHERENESS steer prospects your way. And to tell people who want to buy *where* to buy the product or service you supply — there's no other guide like the Yellow Pages.

Manufacturers of brand-name products use Trade Mark Service in the Yellow Pages to direct prospects to local outlets. Local businessmen use Yellow Pages advertising to make the community aware of the products and services they offer.

To put AWHERENESS to work for you, call your local Bell telephone business office. The Yellow Pages man will help to build a selling plan for your business today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

# Buy Boston the way Boston Stores Do

For example — *grocery* stores.

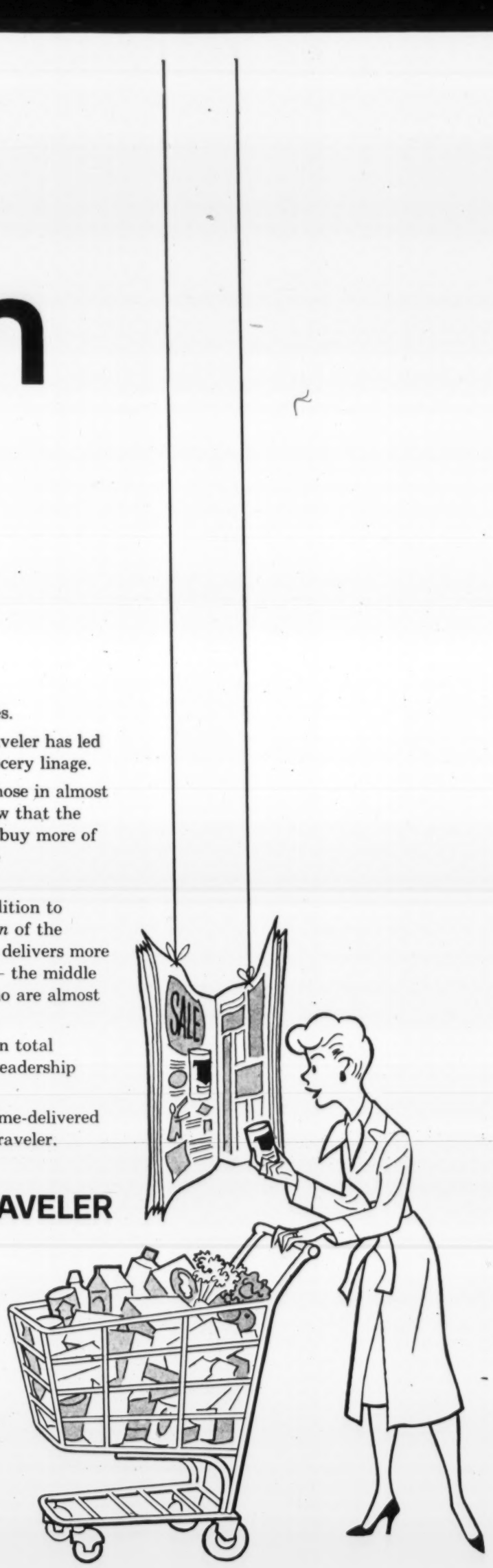
For 21 years the Herald-Traveler has led Boston papers in the retail grocery linage.

Boston food stores — like those in almost all retail classifications — know that the people who have more money buy more of everything, including even the most essential foods.

The Herald-Traveler, in addition to delivering the *largest circulation* of the standard-sized Boston papers, delivers more of the "Upper Two-Thirds" — the middle and higher income families who are almost everybody's best customers.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Get the best of Boston's home-delivered circulation with the Herald-Traveler.




**The BOSTON HERALD-TRAVELER**

**Gives you the**

# "Upper Two-Thirds"

*Represented nationally by* **SAWYER-FERGUSON-WALKER CO.,** New York • Philadelphia • Detroit
Chicago • Atlanta • Los Angeles • San Francisco
Canada: E. A. Williams, Toronto • Montreal
*Special travel and resort representative:*
**Hal Winter Co.,** Miami Beach

watch the women

WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY *

go BUY * WATCH THE WOMEN

*In Portland, The Oregonian is *right* with the retailer. He watches the women go buy every day, and he knows which advertising medium brings the buyer. That's why Portland retailers advertise *most* in The Oregonian. They know it's the one medium that's big as all Oregon...the active newspaper with the reactive audience!

*How big is the Oregon Retail Market? Almost $2½ billion annually. That's bigger than Milwaukie and Dallas combined!*

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

Represented Nationally by Maloney, Regan & Schmitt
Sources:
S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

## Who Buys 'Economy' Cars

*Per Cent of Buyers (New Cars)*

| Family Income (Cumulative) | Low-Price Three | Lark | American | Small Imports |
|---|---|---|---|---|
| $10,000 plus | 26 | 28.4 | 25.8 | 37 |
| $7,500 plus | 49 | 51.4 | 45.6 | 56 |
| $5,000 plus | 79 | 81.4 | 76.0 | 85 |
| Less than $5,000 | 21 | 18.6 | 24.0 | 15 |
| Average Income | $9,540 | $9,927 | $9,753 | $10,400 |
| Median Income | $7,130 | $7,619 | $7,196 | $ 8,100 |

## How 'Economy' Car Buyers Trade

| | Low-Price Three | Lark | American | Small Imports |
|---|---|---|---|---|
| No Trade | 12 | 9.1 | 16.2 | 27 |
| Traded | | | | |
| Car Bought New | 72 | 59 | 51.3 | 51 |
| Car Bought Used | 28 | 41 | 48.7 | 49 |
| Traded | | | | |
| Economy Car | — | 0.3 | 2.9 | — |
| Low Price Car | 73 | 38.4 | 50.9 | 46 |
| Medium Price Car | 24 | 52.7 | 36.3 | 36 |
| High Price Car | 2 | 1.6 | 0.9 | 3 |
| Imported Car | 1 | 7.0 | 9.0 | 15 |

## U.S. Economy Cars Will Appeal to Buyers of Standard-Size Cars, 'U.S. News' Reports

(*Continued from Page 2*)

more competitive than ever.

■ "The over-$5,000 group, which buys more than four out of five of the new cars which are sold each year, includes about 28,000,000 families, roughly half of the nation's families. Since the industry will have to continue to look to these people for most of its sales, it will have to induce a bigger percentage of them to buy or it will risk a serious diversion in sales from its standard-size cars."

Research for the report, "Today's Customers for the New Domestic Economy Car," was conducted for the magazine by Benson & Benson, Princeton. It involved a detailed mail study of a sample from the files of R. L. Polk & Co., which included 661 December 1958 Lark buyers and 600 American buyers. A 66.4% return was obtained from the Lark group and 71.3% from the American buyers.

■ In terms of educational background, the buyers of U.S. economy cars resembled purchasers of small imported cars who were studied by *U.S. News* last year, but on other characteristics they were more like purchasers of the low-price three than the purchasers of small imported cars.

More than three out of five Lark and American buyers had a college background. This is roughly the same percentage which *U.S. News* found for small imported cars, and it compares with only a little more than two out of five college-background buyers for the Ford, Chevrolet and Plymouth group.

■ On the other hand, what distinguishes purchasers of domestic economy cars from purchasers of small imported cars is that purchasers of small imported cars have a median income nearly $1,000 higher, and that they are generally younger and less likely to be family people.

Where the income pattern of the Lark and American customers was almost identical with the pattern for Ford, Chevrolet and Plymouth, research showed that imported car buyers tended to concentrate in higher income groups, with 85% sold to families with incomes over $5,000, 56% to the over $7,500 group and 37% to families with incomes in excess of $10,000.

■ Elsewhere in the report is information suggesting that the introduction of economy cars by the Big Three is not without implications for the medium-price car lines and the used car market.

At least 88% of the Lark and American buyers traded in a car. In 52.7% of the Lark deals and 36.3% of the American sales the trade was a medium price car. By contrast, 88% of the Ford, Chevrolet and Plymouth buyers traded, too, but only 24% were switching from a medium-price car.

In the case of Lark, the high percentage of medium-price trades often involved the trade of older, costlier Studebakers for new economy cars. Nevertheless, the relatively high percentage of Buicks, Pontiacs, Oldsmobiles and Dodges turned in by Lark and American buyers prompts Ed Robertson, *U.S. News* market research director, to speculate that some of the economy car appeal is to people who bought medium-price cars a few years ago and decided to revert to something which is less costly to operate.

■ The economy car purchasers differed from the low-price-three buyers with respect to previous car-buying habits, according to the report.

While they kept their cars approximately the same length of time, two out of five of the cars traded for Larks and nearly half the cars traded for Americans had been purchased used, compared with 28% of the cars traded for Fords, Chevrolets and Plymouths.

About two out of five purchases of domestic economy cars were made by two-car families. This is roughly the same ratio that *U.S. News* found for all domestic cars, but well below the three out of five reported for buyers of small imported cars.

In 45% of the cases, the additional car is a medium-priced car, and in nearly two out of three instances it is a car which was purchased new. #

### Mayer Boosts McDonald

John F. McDonald has been named sales promotion manager of the Chicago plant of Oscar Mayer & Co. Mr. McDonald has been in the company's general sales promotion department at Madison, Wis., since 1957.

### Doner Moves in Philadelphia

W. B. Doner & Co. has moved its Philadelphia office to the Lewis Tower Bldg.

Mathews Erb Chun Bernhard Knight

POSTAL PEP-TALK—*Rudy Mathews, assistant superintendent of postal services in Chicago, was on hand with helpful information on the Post Office Department at the fourth annual Circulation Seminar for Business Publications in Chicago. Learning the latest are Paul W. Erb, McGraw-Hill, Chicago; James Chun, Rock Products, Chicago; Anne Bernhard, Package Engineering, Chicago; and Gerry Knight, Verified Audit Circulation Co.*

# Network Radio's Top Advertisers*

### Based on Four Weeks Ending July 12, 1959

*Copyright by A. C. Nielsen Co.*

### Home Broadcasts

| Rank | Advertiser | No. of B'dcsts | Total Home-B'dcsts Delivered (000) |
|---|---|---|---|
| 1 | R. J. Reynolds Tobacco (Four Nets) | 333 | 136,500 |
| 2 | Liggett & Myers Tobacco (NBC) | 380 | 129,128 |
| 3 | Ex-Lax Inc. (Four Nets) | 230 | 103,715 |
| 4 | Midas Inc. (ABC, NBC) | 189 | 103,216 |
| 5 | General Foods Corp. (Four Nets) | 174 | 90,255 |
| 6 | Shulton Inc. (CBS, NBC) | 131 | 81,896 |
| 7 | Lewis Howe Co. (NBC) | 145 | 74,969 |
| 8 | Time Inc. (NBC) | 143 | 68,552 |
| 9 | California Packing Corp. (NBC) | 108 | 57,567 |
| 10 | Brown & Williamson Tobacco (NBC) | 85 | 47,921 |
| 11 | American Telephone & Telegraph Co. (ABC, CBS, MBS) | 156 | 46,142 |
| 12 | Stewart-Warner Corp. (CBS) | 69 | 42,433 |
| 13 | Socony Mobil Oil Co. (NBC) | 130 | 41,595 |
| 14 | Pan-American Coffee Bureau (NBC) | 97 | 39,069 |
| 15 | Bristol-Myers Co. (CBS, NBC) | 53 | 38,133 |
| 16 | Chevrolet-General Motors (CBS, MBS) | 92 | 37,835 |
| 17 | Hudson Vitamin Products (ABC, CBS, MBS) | 118 | 37,193 |
| 18 | Mutual Benefit of Omaha (CBS, NBC) | 63 | 34,526 |
| 19 | Automotive-American Motors (NBC) | 88 | 31,752 |
| 20 | General Mills Inc. (NBC) | 88 | 31,752 |

### Commercial Minutes

| Rank | Advertiser | No. Comm'l Mins. Aired | Total Comm'l Min. Del'd (000) |
|---|---|---|---|
| 1 | Liggett & Myers Tobacco (NBC) | 286 | 91,362 |
| 2 | R. J. Reynolds Tobacco (Four Nets) | 213 | 80,880 |
| 3 | Midas Inc. (ABC, NBC) | 142 | 72,899 |
| 4 | Ex-Lax Inc. (Four Nets) | 154 | 64,425 |
| 5 | Shulton Inc. (CBS, NBC) | 104 | 64,228 |
| 6 | Lewis Howe Co. (NBC) | 109 | 52,864 |
| 7 | General Foods Corp. (Four Nets) | 83 | 42,323 |
| 8 | California Packing Corp. (NBC) | 82 | 41,381 |
| 9 | Chevrolet-General Motors (CBS, MBS) | 91 | 38,264 |
| 10 | Brown & Williamson Tobacco (NBC) | 64 | 33,514 |
| 11 | United Motors-General Motors (CBS) | 68 | 33,175 |
| 12 | Hudson Vitamin Products (ABC, CBS, MBS) | 114 | 32,218 |
| 13 | Bristol-Myers Co. (CBS, NBC) | 48 | 32,193 |
| 14 | Wm. Wrigley Jr. Co. (CBS) | 60 | 31,458 |
| 15 | Mutual Benefit of Omaha (CBS, NBC) | 65 | 30,386 |
| 16 | A. E. Staley Mfg. Co. (ABC) | 67 | 30,378 |
| 17 | American Telephone & Telegraph Co. (ABC, CBS, MBS) | 92 | 26,720 |
| 18 | Firestone Tire & Rubber Co. (CBS) | 40 | 24,678 |
| 19 | Stewart-Warner Corp. (CBS) | 43 | 23,431 |
| 20 | Automotive-American Motors (NBC) | 66 | 22,362 |

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

### Admiral and Goodyear Beam Pan Am Games to So. America

Admiral International and Goodyear International—subsidiaries of Admiral Corp. and Goodyear Tire & Rubber Co.—will co-sponsor over WRUL, New York, the short-wave broadcasts to Latin America of the Pan American Games scheduled for Chicago Aug. 27 to Sept.7.

WRUL beams Spanish-language broadcasts to Latin America, with many local stations picking up the programs and rebroadcasting them over regional networks. Admiral and Goodyear have alerted their local distributors in Latin America to tie in by sponsoring these rebroadcasts. Henri, Hurst & McDonald, Chicago, is handling for Admiral, and Kudner Agency, New York, is handling for Goodyear.

### Barth Names Schaffel

Lawrence Schaffel has joined Barth Nutritional Supplements, Lynbrook, N.Y., as advertising and sales promotion manager. Mr. Schaffel was formerly advertising manager, agricultural products, Commercial Solvents Corp.

MAKE IT A White Christmas

GIVE HER A Major Appliance

# Snowflakes in August can mean but one thing . . .

It's time to start thinking about Operation Snowflake, U. S. Steel's successful Major Appliance promotion. Ever since we ran the first Snowflake up the flagpole five years ago, *everyone's* been saluting. Now's the time to start planning your participation this Christmas.

For five successive years now, U. S. Steel's Operation Snowflake has been just about the biggest of all major appliance merchandising events. And it gets better every year. For example, last year, 57,500 Snowflake promotion kits were distributed to participating retail appliance dealers, department stores, appliance distributors, and utilities.

They liked the idea so much that they ran 7,960,000 lines of Operation Snowflake tie-in advertising in 2,890 newspapers. The total investment of all participants in the overall 1958 Operation Snowflake was close to $11,000,000. And, believe us, nobody spends that kind of money unless there is every reason to expect a good return on the investment. *Snowflake profited every participant!*

With United States Steel again picking up the tab for a lot of advertising in newspapers, on the U.S. Steel Hour, and on Daytime TV, this new Operation Snowflake is another great opportunity for you major appliance ad men to tie in with a sure thing.

## Get the OPERATION SNOWFLAKE story in person!

A Snowflake presentation by a U.S. Steel representative can be arranged if you are a major appliance manufacturer or advertising agency. Just write, wire or phone Robert C. Myers, Director of Market Development, United States Steel Corporation, Pittsburgh 30, Pennsylvania.

*USS is a registered trademark*

USS **United States Steel**

**Total unduplicated metropolitan household coverage of both evening papers: 70.5%**

**Any other combination comes to no more than 58.1%**

Our case rests on statistics . . . that newspapers are a nighttime habit with Detroiters. And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you 70.5% unduplicated metropolitan coverage—a figure unbeatable in any other combination. If you want to talk to this rich market, better talk through the TIMES.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Feature Section

# Advertising Age

*Dull Ads Are Costlier than Ever*

*Thinking of a Move? Check Eye & Ear*

*Peeled Eye Sees Some Good Ones*

*Weiss: Separate Store Technique*

*Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.*

THE NATIONAL NEWSPAPER OF MARKETING

*Tyler Picks Ten for July . . .*

## A Dull Ad Costs More than Ever

**By William D. Tyler**

We all seem to take it for granted that advertising is constantly improving. That depends on your definition. Certainly advertising skills and techniques are improving. But are we gaining in effectiveness, the only true measurement? We are, if we are gaining on our competition in the fight for the eye, ear and mind of the public. Our competition is the media themselves. That's because people don't read ads, as someone has said: they only read what interests them. The media, too, keep getting better. If we are improving faster than they are, we are gaining in effectiveness. If we aren't, we're falling behind. A dull and unrewarding ad costs more and does less today than ever before.

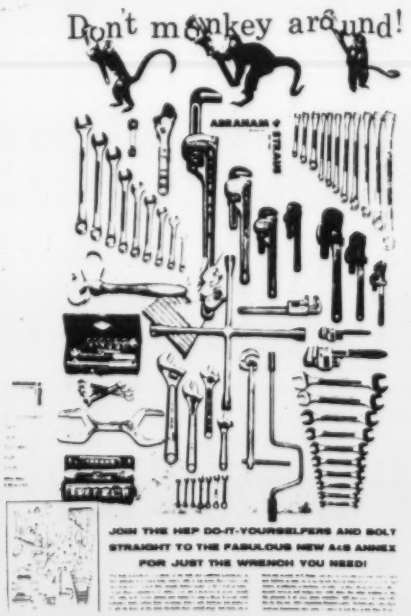
William D. Tyler

### *Abraham & Straus*

Time was when New York department store advertising was the talk of the town. Macy and Gimbel newspaper ads held their own with the news columns for fun, interest and sheer writing. Not recently, however. It's taken a department store from Brooklyn to revive this old tradition with a series of full-page ads each devoted to a common household tool. A&S' Bill Tobey has done wonders with the somewhat-less-than-fascinating items such as hammers, screwdrivers and wrenches. The idea: not just to sell tools, but to dramatize the variety of stock available in the newly enlarged store. A real tribute to creative ingenuity. Layouts by Howard Chanler.

### *Western Electric*

You don't have to wait for the Starch report to know that an ad illustrating a radical improvement in such a taken-for-granted item as the telephone will go up off the chart in noting and reading. Such an ad is shown here. This is information of high interest, exceeding by far that of most articles and stories. George Flanagan of Cunningham & Walsh had the idea for the ad, Art Buckley wrote the copy and Steve Baker made the layout.


Don't monkey around!
ABRAHAM & STRAUS
JOIN THE HEP DO-IT-YOURSELFERS AND BOLT STRAIGHT TO THE FABULOUS NEW A&S ANNEX FOR JUST THE WRENCH YOU NEED!

### *Rosoff's Restaurant*

The all-type ad reprinted here for a New York restaurant, headed, "Friends of

ADVERTISEMENT ADVERTISEMENT

**FRIENDS of TOOTS SHOR:**

If you don't know where to get boozed up while Toots is looking around for a new joint, head straight for Rosoff's. I don't want to knock Toots (he outweighs me by 50 pounds) but I carry the same brands of nationally advertised Hooch that he did. I've got a bar on the first floor, a bar on the second floor and if you are thirsty, we can get quietly loaded in my private office on the third floor where I keep a few extra bottles just in case.

Now understand, I am not looking to be a permanent substitute for Toots—nobody could—but if you want a comfortable saloon to relax in, just temporarily, until Toots gets settled, try Rosoff's 147 West 43rd Street.

*AL NEWMAN*

P.S. Our food is pretty good, too.

Toots Shor," is included less for the indelible imprint it will make on the history of advertising than because I got a kick out of it. I hope you will, too. Actually, the copy is skilfully designed to appeal to the homeless Toots Shor mob, as pitiable a group of waifs as could be envisioned. Written by Norman Welner of N. C. Greenfield.

### *Nationwide Insurance*

The trend in property insurance is toward one over-all policy instead of many, as you no doubt have been apprised. Hal Graves' group at Ben Sackheim Inc. came up with a new and arresting way of telling this story completely in pictures over the

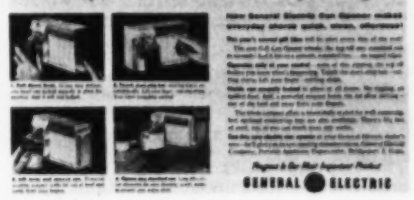
straight headline: "One policy protects your entire house." See if you don't agree. Irwin Goldberg made the layout.

### *Venus Ball Pen-cil*

Maybe not a great ad, but one that tells its story instantaneously and with visual wallop, is the ad for Venus' new Camel ink cartridge. Since that story is simply, "Goes miles further without running dry," how better to present it than by super-imposing the product over a bactrian esophagus. Idea was Doyle Dane Bernbach's Eli Kramer. Excellent art direction by Ben Spiegel. (Say, Eli, shouldn't it have read, "farther," instead of "further?")

### *General Electric*

In the GE tradition of reducing an appliance story to the one most important user benefit and then expressing that benefit in simple, earthy language, is the campaign theme for the new automatic electric can opener. It reads, "Now. . . open cans with a touch of your finger!" A fine appliance selling line, free of the adjectival imagery, hyperbole, and hocus-pocus that so frequently gets in the way of sales in this field. Demonstration pictures complete the story in Stan Sosaris' layout.




Young & Rubicam's Jack Worth is responsible for the theme and the copy.

### *Hughes Products*

Institutional advertising is selfish advertising. It is written to glorify the advertiser rather than to promote a product or service of immediate benefit or use to the consumer. That's why it is the hardest advertising to get anyone to read.

To make up for its lack of reader self-interest, such advertising must be extraordinarily high in editorial interest. This places a burden on the writer that not too many can adequately meet. One who has is Foote, Cone & Belding's Hank Lucas. He was faced with the job of getting readers for the story of new contributions made by the Hughes engineers to the tv picture tube. These improvements have to do with the "firing" rate of electrons and a new development that "freezes" the image. He came up with an illustration of a gun-toting western star on a tv screen. His headline: "The gun that stopped Wyatt Earp." Both relevant and provocative, it should help attract a big audience to a highly technical story. Copy supervisor is Glen Gladfelder; Charles Porter made the layout.

**He'll use 804 gallons of oil this year!**

On an average, that's how much oil *every man, woman and child of you* can be expected to use. And it's our job not only to find more oil, but to wring more and better products from every drop we find.

GULF

GULF OIL CORPORATION

The wife who put away her seasick pills
PLYMOUTH · DODGE · DESOTO · CHRYSLER · IMPERIAL
The Cars To Care from Chrysler Corporation

### *Chrysler Corp.*

Another institutional campaign, but less difficult to get readers for since its products are so high in interest, is the one for Chrysler Corp. Nevertheless, this advertising seems now to be employing attention-getting headlines to build audience for longer and more detailed copy. Draper Daniels of Leo Burnett Co. headed a story about the levelness of the Torsion-Aire Ride, "The wife who put away her seasick pills." Excellent copy by Mr. Daniels. Layout by Gerard Guarch. Actually, this particular ad is less institutional than a product feature ad. As such, it is basically in the reader's interest. A worthy objective for all institutional campaigns.

### *Reader's Digest*

The *Reader's Digest* could have simply run an ad stating the fact that a Glo-Coat ad in the magazine had pulled over 300,000 coupons. Instead, J. Walter Thompson made a game out of it for admen, and in so doing, got far deeper attention to the story. The headline was a challenge. It was followed by a sort of form chart for the participants. This listed the various factors that would limit or produce a big response. Then David Kennedy's copy posed the advertising problem that resulted in the choice of the *Digest* as the solution. The results were given more in terms of estimated product sold than solely in coupon returns. All in all, a thoughtful ad with built-in readership assurances. Fenton Powers was the art director.

### *Gulf Oil*

A tough institutional campaign to write must be the one for Gulf Oil, since the objective seems to be to endow the Gulf name with a feeling of friendliness and service. This is doing it the hard way, since the advertising rather than the subject matter must do these jobs. This places the entire burden on the ad's ability to charm the reader. So far, Gulf's score has been high in this regard. The ad shown here is a stopper. It should get high readership because of the interesting, paradoxical fact in Bob Higbee's headline and the appealing illustration in Young & Rubicam's Kevin McNally's layout. #

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*Looking at Radio and Television . . .*

# Check-List for the Dissatisfied

**By the Eye and Ear Man**

The late summer and the midwinter season is the traditional season for turnover in agency jobs in the television departments. The television shows are set by then and the television department has settled down to wait and see whether the decisions were right or wrong. The waiting period tends to produce a restlessness that sometimes ends in moving on to better things.

Before the television executive makes this major decision, he must weigh carefully the real benefits which prompt him to move against the accrued benefits in his own shop.

If the decision is emotional, he should go very slow. Very often the "miserable no-talent bum" who prompts his unrest is a temporary problem that should not influence a long-term decision.

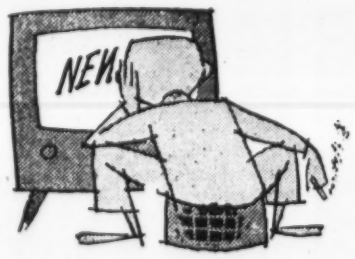
If, however, an aura of depression hangs over him, because he feels his agency is declining or if he is out of balance and bored with his present assignments, or if he feels he has gone as far as he can go in his agency and his feet drag going to the office, he should consider a move. But not until he has an equivalent deal.

The age of the executive should determine the first stage of the decision. If he is 50 or older and has accrued an equity in a trust fund or a retirement fund and has a number of years of service, he is nuts to think about leaving.

If, however, he has 20 or more years to work, has a little nest egg by liquidating his present holdings, and has a chance of a happier job as well as a more profitable one, he can take the calculated risk and take the plunge—provided all things are equal.

Here are benefits to look for:

• **1. Stock Options**—Evaluate the cost of the stock, the trend of value of the stock, the dividends, and how it is to be paid for. The best deal is immediate benefits from the stock, with the company lending the executive the full amount necessary to exercise his option, enjoying appreciation and dividends, and paying for the stock out of dividends and special bonuses.




*Watch for* stock that is too high or stocks paying too high dividends instead of plowing earnings back into cash resources to add to the value of the stock.

*Watch for* deals that allow the company to buy back the stock at less than, or no more than, the purchase price. *Watch out* for stock that has only formula or paper backing.

*Remember* an agency is only as good as its manpower. The stock may be worthless if the leaders exit and try to cash in their chips at one time. *Watch out* for stock held heavily by one or two aging founders, who will extract a heavy toll in selling their holdings to the next generation.

*Beware* of stock held by relatives or non-productive personnel. This can hold a multitude of pitfalls for the working executive.

The stock option with attractive capital gains is the key to any move today. *Be sure that it is better in the long haul than the present deal.* A $1 stock in a growing agency is better than a $250 stock in a declining agency.

• **2. Profit Sharing**—This is the most common inducement plan in the agency business: 15% of everyone's salary put away in trust yearly and payable upon leaving as a capital gain.

*Check on* whether the new agency has been able to meet its payments, and if so, how the fund is invested, how much it appreciates, and who the trustees are.

*Check on* eligibility. The best plan is one whereby the executive is immediately eligible and requires only two years' service before taking the money out. Others run as high as ten years' service before liquidating, or three or five years' employment before eligibility to participate.

*Remember* that this is the best form of saving you can have. Be sure the company has a plan and is consistent in its contribution to it.

• **3. Bonus**—Many agencies reward top executives with good year-end bonuses. These are sometimes in lieu of adequate salary and are expected and counted on. When times are tough and these bonuses are skipped, all hell breaks loose.

In some companies bonuses range from 10 to 100% of salary. Some designate a portion of the bonus as payment for stock. Other bonuses come as a pleasant surprise.

The *main approach* to this comparison is to *try and find out a case history of past bonuses* with the range and consistency. *Above all, negotiate a fair salary and let the bonus be an extra.* Don't ever count on a bonus.

• **4. Pension Plans**—*The best plans* are policies paid out of current income with an optional date of 55-65 years to exercise the policy at the prevailing rate of income for life.

*The worst plans* are to saddle the future owners of the business with pay-offs for the retired, who no longer make a contribution.

This is one of the essential benefits a company can give an executive. Check it carefully.

• **5. Insurance**—Both group life insurance and disaster insurance are now available in most agencies either at no cost or nominal cost. These are *excellent benefits that an executive should insist on* since they represent great benefits to families at negligible cost.

• **6. Title**—A title commensurate with the responsibility is easier to negotiate before going in than after. But if the title is hard to get and the take-home pay and future benefits are good, who cares?

• **7. Office**—Get a nice office that fits in with the agency decor, but don't let this be an issue unless you are miserable without it.

All in all, making a move is complicated at best. Be sure that it is worth the effort. Weigh all aspects of a new job carefully. If they want you badly, they'll meet your requirements. If they don't, wait. One thing you can count on in the agency business is change. #

# Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

Price Perspective ..... 2
Washington Perspective ..... 4
Foreign Perspective ..... 9
Purchasing Week Asks You.... 11
New Products ..... 14
Profitable Reading for P.A.'s... 17

Vol. 2 No. 32 New York, N. Y., August 10, 1959 $6 A YEAR U.S. AND CANADA $25 A YEAR FOREIGN

AUDITED PAID CIRCULATION ABC

THE symbol above . . . which appears in PURCHASING WEEK for the first time . . . is that of the Audit Bureau of Circulations. It means that this publication will stay in business only so long as it continues to serve its readers to their satisfaction.

The Bureau—known for short as ABC—is a voluntary, nonprofit, cooperative association founded in 1914 by a group of publishers, advertisers, and advertising agencies who wanted to establish and maintain higher standards of publishing practices than previously prevailed. Its primary and specific purpose was to set up yardsticks to appraise circulation values and to verify the claims of publishers as to their circulations. As a professional buyer, you can understand the value of this service to the buyer of advertising space. ABC was organized to provide an effective means to take some of the guesswork out of buying and to validate the claims of publishers.

But in doing that job, ABC performs another function of high importance to **the readers** of ABC member publications. It provides a constant pressure on the publishers to keep alive in their staffs a sense of primary responsibility to readers. That is because the most simple and direct method of making a publication responsible to its readers is to place upon it a purchase price. The right to purchase—or refrain from purchasing—a publication gives to the reader **and to no one else** the power to pass effective judgment on the publisher's success in serving the reading public. As a purchasing executive, you certainly enjoy this same right in everything else you buy.

And that is where the ABC comes into the reader's picture. The publication that carries the ABC symbol on its masthead must in the first place be a paid circulation publication. Moreover, it must conform to the high standards set up by the Bureau as to terms of payment and accounting methods. It must open all of its books to the auditors of the Bureau on demand.

As the information thus determined by thorough and impartial audit is periodically made public through ABC statements and reports, it is constantly available to and used by advertisers. These reports show the circulation trend and thus put on record the ability of the publisher to render satisfactory service to readers.

So the publisher who submits his publication to the supervision and discipline of ABC affirms in the strongest possible manner that he recognizes his primary obligation is to his readers and that he owes his standing to a voluntary demand by those readers. It follows, then, that ABC publications must be exceptionally alert to the desires of readers and responsive to their needs, as any decline in circulation will soon show up in the ABC statements and audit reports.

I am sure, therefore, that you share with us our pride in the news that PURCHASING WEEK has been elected to provisional membership in ABC. This in fact, is the only publication in the purchasing field that is authorized to display the ABC symbol. This symbol, which will appear on our masthead from now on, is a tribute to the purchasing profession as well as to PURCHASING WEEK. It is only because you, and thousands more like you, chose freely to subscribe to PURCHASING WEEK that we were able to earn the ABC symbol. It is only because you helped us to serve you better that today more purchasing executives pay to read PURCHASING WEEK than any other purchasing publication.

With pride in our accomplishment, we look forward to continuing our efforts to serve you better, thus maintaining the high privilege of ABC membership.

Charles S. Mill
Publisher
PURCHASING WEEK

This week's Purchasing Perspective appears on page 21.

At Purchasing Week's Roundtable:

## American and Canadian Experts Trace An Increase in Business Cooperation

### Competition Snaps Tool Price Aid As Makers Ponder Big Orde[r] [Vol]ume

Cleveland—Machine t[ool] b[uil]ders, elated by [in] orders, are promising b[ig] [price] d[is]counts in demand.

The competitive bid [situ]ation in Chicago fell PURCHASING upset the price outlo[ok]

[Ne]w [Yo]rk will go [in]to steel [pr]oducers [al]so told [PW] tion to t[he] orders [a]re take t[he] mills [ar]e

[Ot]her mills are [re]ported ship immediately on [cer]tain allocations after spec[ial] serviced.

One large Pittsburgh-area producer is booking new orders in exactly the same manner as before the strike and promising delivery on the basis of order book position. In theory, it will ship to customers on a day (strike's

(Turn to page 4, column 4)

### Competitive Bidding On Piggyback Service Heads for Showdown

Washington—Freight carrier bickering over the competitive effect of the increasingly popular rail piggyback services may be headed for an early showdown.

A move to bring the problem to a head came last week from Sen. George A. Smathers (D., Fla.) when he called for an informal discussion among truckers, railroad, and the Interstate Commerce Commission. But the issue is not rail vs. truck competition.

Smathers, chairman of the Senate Interstate and Foreign Commerce Committee, was aroused by complaints that piggy-

(Turn to page 21, column 3)

### Economics and Defense Draw Neighbors Closer As Seaway Use Grows

Ottawa—*Canada is America's biggest customer.*

*America is Canada's biggest customer.*

*What* [goes] *the* [im]*portantly.* [All] the ma[jor] ed by a [ma]nd busi[ness] PURCHAS[ING] [ha]s recently [lon]g pattern [eco]nomics. [Ex]ed that, far [im]portant to [U.S.] is in[creasingly]

—This [is] in shaping [part]nerships be[tween] Import[s] [in]clude de[fense] material [and] long prices.

[Ca]nadian prices [ca]pacity [is] marked [by] American supply and [de]mand. The trend toward a [co]mmon market is also [im]portant.

[Ste]el and zinc quotas—[two] problems are arising from

(Turn to page 18, column 3)

### Seven Months Later: Congress Plods Along, Searching for Inflation Cure

Washington — After seven crowded months of many political duels, neither Democrats nor Republicans have arrived at a point where they feel confident they can permanently control inflation.

Both parties still are groping for effective means to combat one of the most insistent economic problems since the first of the year. Washington's inflation fighters have been engaged in one of the most intensive searches for the cure of inflation ever made that has taken many curious and often confusing turns.

But none is more significant, or surprising, than the complete flip-flop by the Democrats from their traditional position as spenders to the unaccustomed role of savers.

Democrat now are sitting with Republicans and the White House to outdo President Eisenhower in cutting the budget and

(Turn to page 23, column 1)

### U.S. Capital Pouring Into Overseas Plants

New York—American dollars are pouring into European subsidiary plants. By 1960, the yearly total will eclipse that spent by American industry in Latin America and Canada combined (to reduce petroleum investment).

That is one of the major conclusions of a new survey recently completed by the McGraw-Hill Department of Economics among the companies that account for [a] of all such U. S. industrial spending.

The other major findings:

● American investment during 1959 in plants, equipment, and property outside the continental U. S. is 5% above the 1958 level. But this expected investment re-

(Turn to page 4, column 3)

SOMETHING NEW HAS BEEN ADDED!

Purchasing Week
McGRAW HILL'S NATIONAL NEWSPAPER OF PURCHASING
330 WEST 42ND STREET, NEW YORK 36, N. Y

THIS FRONT PAGE REPORT
to the readers of Purchasing Week
contains an important message for
ADVERTISERS AND AGENCIES

*Salesense in Advertising . . .*

# Jottings from My Notebook

**By James D. Woolf**
**Creative Consultant**

There is more drivel and tomfoolery uttered and written about the advertising man than about workers in any other business (or profession) that I am familiar with. Utter nonsense is the myth concerning the adman's addiction to the gray flannel suit. I know practically nobody in the business who habitually affects this mode of attire. His moral behavior (sexual conduct) is average, neither better nor worse than that of architects, politicians, or plumbing contractors. His ethics (business honesty) is also average and compares favorably with the ethics of bankers, editors, and management consultants.

James D. Woolf

He is not rolling in wealth; his income, taking him by and large, is average; he is fortunate if he earns $15,000 a year; nine out of ten admen earn considerably less. As a consumer of alcohol he is also average; the gossip that he customarily drinks three martinis before lunch just isn't so; some of the most able men in the business are either abstainers or moderate drinkers. A substantial number of admen support their local schools, churches, and various civic enterprises. The adman is fairly well-educated and intelligent, but no more so than the average of reasonably successful men in other white-collar occupations.

* * *

The function of the layout is to organize the visual elements so that the finished ad will attract the reader's attention and interest by communicating easily, interestingly, and dramatically.

*Ease of communication* is of cardinal importance. Too often layouts are such a hodgepodge of conflicting elements that the reader is repelled rather than attracted. An effective layout is above all things *simple*. So is good writing. I am in accord with Whit Hobbs, associate copy director, BBDO, when he says: "First of all [advertising] must be *simple*. Everything that can be left out must be left out. One idea: one compelling reason for buying the product, presented in a format that is clean and crisp and clear and vivid and bold and distinctive. An idea that's easy to remember; difficult to forget."

* * *

A note from a speech by James Webb Young: "It is not sufficiently recognized —especially from critics of advertising —that romance in its broad sense is the most wanted product in the world. So many people lead lives of 'quiet desperation' that any advertising which offers them escape, and any product which offers them utility plus color, performs a profound service."

* * *

The alert advertiser never stops looking for new and better methods, and he is constantly experimenting along test lines. Of course, a vacillating advertising policy is not to be recommended. The advertiser who is fortunate enough to have a successful plan of advertising should stick to it. But even in cases like this it is possible frequently to work out refinements and minor improvements.

* * *

Letter from an increasingly successful California agency: "Some time ago, in one of your interesting columns, you wrote about the inability of creative people to find suitable positions after they reached a certain age. We believe, like you, that age has nothing to do with a person's ability to produce creative and effective advertising. Powerful campaigns can be created by men in their 20s or their 50s, and it is our belief that a man with a successful and proved background can produce them as consistently as a younger man."

* * *

Recently in *Life* appeared a full page advertising a certain vitamin product at half-price and "available at drugstores everywhere." I checked at three leading drugstores in my town and not one of them had heard of the offer, and two of the three didn't have the product in stock. This sort of thing is a fairly common occurrence, and it must represent a terrific waste of money. "Available at stores everywhere" is one of the greatest pieces of fiction in national advertising.

* * *

The late Henry Justin Smith, one of the world's greatest journalists, once commented to this effect: To do good writing you have to *care about it tremendously*. This is what leading opera singers, painters, golf players, and poker players do. They care about what they are doing tremendously. They are so intent on the perfect note, the exquisite line, the long drive, or the fat pot that excellence comes to them almost without their being aware that they are working so hard.

* * *

Charles F. Kettering once said: "Research is a frame of mind. It is a way of improving things you are not satisfied with." It is so easy, so simple to accept things as they are.

*Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.*

*The Creative Man's Corner . . .*

# Sentimental Soup May Not Make Effective Sales Broth

We would like to consider the following attempt at advertising poetry:

> Watch a boy pour heart, soul and feet into a fingerpainting. See a blue sky suddenly sweep courageously across white paper. Look into two blue eyes over the latest masterpiece painted just for you—and all at once the hands that are dirty again, the sink that's splattered again, the lunches to pack again, the dishes to scrape again don't matter.
>
> It's a wonderful way of looking at things all today's parents seem to have. And it's a lot easier to come by today than it was—since Scott came along with disposable, sanitary paper replacements for the towels, hankies, napkins, and messy cleaning cloths that once swelled the clothes hamper and ironing basket.

Well, first of all, Mr. Advertising Poet, don't try to tell us that the sink that's splattered again and the dishes to scrape again and so on don't matter. It's going to take more than two blue eyes and much more than ScotTowels to make any housewife just adore scrubbing a sink and scraping dishes.

It's going to take considerably more, we can assure you, than advertising poetry. A magic wand, like. Or the two blue eyes grown-up, graduated from college and off on his own—with two new little blue eyes driving *him* mad.

As for the second paragraph, we've tried hard to figure it out but can't quite. *What's* a wonderful way of looking at things all today's parents seem to have? And what are the "things" all today's parents seem to have?

It takes skill and feeling and practice to write knowingly about children. This isn't really about children. This is writing hamming it up—under the delusion that sentimental soup about kids will win the good will of parents everywhere for Scott products.

It ain't necessarily so. #

*Employe Communications . . .*

# Headlines for Foreign Competition

**By Robert Newcomb and Marg Sammons**

For several years the authors of industrial journalism have been writing about competition. In editorials, in feature articles, on bulletin board posters they have wagged the finger of caution at the working man, reminding him at least once a month that the future looked dark indeed. If the typical working man had any comment to make about the sword of Damocles above him, it was probably to the effect that it didn't look sharp enough to shave with.

The wrinkled veterans of communications have an axiom: You can't frighten the employes with words; it's only the deeds that matter. And almost stealthily, the idle threats of management over the past several years are now beginning to take shape, to become situations working men can see with their own eyes. In the plants of the country there are mounting evidences of the bite of foreign competition. And for the first time, the belittlers of industry who think that all that gab about competition was just gab are beginning to listen.

■ In the steel industry there is plenty of talk about the menaces of foreign competition, and some real evidence that it's being noted, strike or no strike. At the Keystone Steel & Wire Co. in Peoria, Ill., the company paper "Keynotes" is currently describing what it calls "the disappearing world market." (It takes a mighty whack in the same issue at "14 Years of Inflation.") Goodyear is now running three articles on the foreign competition threat, pointing out that "imports into the U.S. are on the increase" and that "exports of American-made products to foreign markets are declining.

"Hardest hit is the automotive industry, which expects to lose nine per cent of its U. S. market to foreign competition this year." Last month International Harvester reminded its employe readers thus: "Does this affect jobs? Could it affect you? Ask the auto workers of Detroit, who have seen nearly a half million cars they didn't make sold here in a year."

Koppers, known for candor in corporate communication, notes that "foreign competition, helped by U. S. laws, undercuts 'Made in America' product sales." The company shows specifically where the competition comes from and what Koppers products it affects. What some in communications may regard as a solid blow to the midriff of the skeptic is a listing of the competitive hourly rates in other countries, with Great Britain at 62¢ the highest, and Japan at the bottom with 34¢. And Worthington Corp. in a newsletter asks pointedly: "Are we exporting our job security?"

The cynical will protest, "This type of talk has been going on for years. We have always talked the menaces of competition to employes. In the face of layoffs, short work weeks and other reductions in force compelled by competition, we still haven't added up. What makes anyone think that this foreign competition stuff is going to mean anything to the employe group?"

No one wants to take too much of a chance on the answer to that one. Perhaps one leader of industry, in a quiet conversation a few days ago, provided a clue: "We used to regard foreign products as inferior to ours. Now, in many lines, we can no longer do that. I know of at least a dozen foreign products that are far superior to ours, and the manufacturers can lay them down on our doorstep—tariff and all—for less than we can buy our own inferior product. Do you think that the American working man, with a brain of his own, will take forever to figure that one out?" #

You sell the men who build America through

**ENGINEERING NEWS-RECORD**
THE CONSTRUCTION WEEKLY

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

**With Engineering News-Record — as with all ABC publications — the reader is boss** • Everything we do at EN-R is aimed at providing a publishing service that readers need, want and are willing to pay for • Readers must like it because our present circulation is 80,868 — the largest audience of construction men ever assembled by a magazine • And it's still growing.

## The Peeled Eye Department . . .

# Switch to Shrinking Man

By Dick Neff

### Is There Another Kraus in the House?

Please note the adjacent curio from *Electronic Design*, a trade paper read by a tribe of eggheads inhabiting the North American continent and contiguous areas.

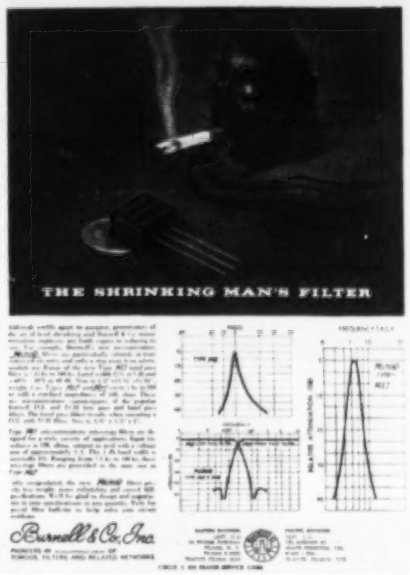
Mitchell Kraus, of J. M. Kesslinger & Associates, Newark, who sent us this trophy, asks nervously:

Dick Neff

"How restless can the natives get? Do you suppose they made the head men drink a shrinking man's philtre?"

* * *

Also from this omnivorous reader (he must be—he even reads the Peeled Eye) comes this interesting "before and after" ad, as he calls it, the Bellows half being from the July 15 *New York Times*, the Thorazine half from *Modern Medicine*.




Now if a *few more* of you readers will kindly shape up and send us items like Mr. Kraus, we'll be able to enjoy some healthful relaxation, as a good executive should. Let's see now, what happened to that other fifth of Bellows?

### Lift Your Chin High and Face the Dawn

Speaking of things of the spirit, two other items come to mind. One is a slogan passed on to us by Merrill K. Lindsay, vp of Drinks Inc., an organization which he describes as a sort of antidote to Alcoholics Anonymous, but which is in reality a non-boozy outfit promoting a delightful little powdered gizmo called NuFizz, which makes soft drinks as quick as you can say, "Sugar Ray Robinson."

The slogan is from a work called "The Power of Negative Thinking," which we haven't yet gotten around to reading, and it comes in two versions:

1. Whisky is good for you.
2. Fall-out is good for you.

But we still prefer the cozy, homespun philosophy we found in a parody issue the *Columbia Spectator* put out once, with titles on the cover like: "Cancer Can Be Fun."

### Great Big TV Idea—for Free!

Hy Schneider of Lennen & Newell has an idea for a new kind of conversational tv program.

The celebrities don't say anything. They just ask the audience "What's new?"—then millions of people all over the country sit around talking to their tv screens. The celebrities just have to sit there and listen. A sort of mass psychoanalysis, says Hy. Sounds very sound to us, H.S.

### Ad-ecdote Department

Gil Collins passes on a remark once made by a friend of his who was then, even as Gil is now, doing copy consultant work—that is to say, consulting the Help Wanted columns.

"Gil," he confided, "my status is so low my creditors won't even accept cash!" #

## On the Merchandising Front . . .

# The Separate Store Technique

By E. B. Weiss

For several years I have been predicting that the one-stop shopping concept, toward which all of our giant retailers have been rushing pell-mell, must ultimately peak out. This forecast required no great prophetic insight. After all, there is a point of diminishing returns in all business formulas and the one-stop outlet philosophy is not immune to this law of economics.

E. B. Weiss

To date, the trend toward giant store units with highly diversified inventories continues without much, if any, let-up. But simultaneously our large retailers have begun experimenting with bantam units and with highly specialized stores. Thus, a number of the food chains are testing midget store units. A discount chain has about completed tests with "pup" units. Several great department store chains have announced programs involving specialty stores. And these straws in the wind have been duly reported in this column.

■ But recently I came across a bit of news that still further cemented my conviction that the giant one-stop unit concept must be nearing its peak—and which also suggests how our large retailers may explore a return to the specialty store. This news came out of the Woolworth chain.

For years, Woolworth "enjoyed" a well-deserved reputation for ultra-conservatism. Rather recently, under a new president, it has shown a distinct intention to break with precedent where the economics of retailing appear to make innovation desirable.

As part of this "new look" at Woolworth's (which includes, in England, a "mobile store" selling directly to the home and which includes here some ambitious plans in women's ready-to-wear) this great chain is now experimenting with a horticulture store in Santa Clara, Cal. This specialty store was opened by Woolworth's in late May of this year.

It is a decidedly interesting move because it is a specific experiment in what Woolworth's new president has called a study of the "separate-store technique." Woolworth's has had a considerable experience with plants, fertilizers and related items as departments or sections in its stores; now it plans to apply that experience to a specialty-store operation.

Whether, in time, there will emerge a chain of Woolworth horticulture stores will presumably depend on results of the test. But to merchandisers the significance of the experiment lies in the fact that it furnishes one more bit of proof that the big chains are beginning to think in terms of expansion via specialty-store units rather than to think *exclusively* in terms of expansion via giant one-stop units.

■ The variety chains have moved rapidly toward the one-stop concept in recent years. Simultaneously, the *majority* of the variety chains have shown a declining net profit percentage ratio during these very years. On balance, to date, the one-stop philosophy has not paid off for most of the variety chains.

It has been my conclusion that the one-stop concept has not paid off for most other giant retailers, either. And, as *all* large retailers rush to this same formula, it is inevitable that it will become still less likely to throw off a satisfactory net. Already there are clear indications that we have more one-stop outlets than one-stop shoppers.

■ There are "fashions" in business practices, precisely as there are fashions in women's apparel. And the same end-of-the-line rule applies to both. Thus, in women's fashions, when a style can proceed no farther in one direction, then it *must* reverse itself; right now, since women's shoes cannot possibly become more pointed they must trend back to the blunt front. And thus, in mass retailing, since cold economics must soon compel a re-evaluation of the one-stop store unit that is currently mass retailing's darling fashion, the next turn of the wheel must be back to the specialty store. This is one reason why the bantam food store unit is staging such a vigorous comeback currently.

Apparently, among some of the chains, this return to specialty store units will come about by taking a major classification developed in the one-stop stores and using the experience to merchandise that classification in a "separate" store.

This is what some department stores are currently doing. One department store, for example, has opened a children's specialty store. And this is what Woolworth's is testing with its horticulture store.

I am not suggesting that this means that, at some time in the future, most of our chains will be converted back to small store units exclusively. That's sheer nonsense.

But I do believe that the concentration on one-stop store units will lessen; that the new programs of the chains will involve new store units of various sizes and various types. And it could be, for example, that at some time in the future a Woolworth might include in its chain a group of women's apparel store units, a group of children's apparel store units, some units resembling the original five and dime, some giant one-stop units, a lot of gradations in between—and perhaps even some food outlets, about which there have been some rather persistent rumors.

■ On balance, the net result will be an increase in specialty stores operated by our giant chains. Because of new stores of these types and because of mergers, the long-term picture is one of giant chains operating store units of almost every conceivable description. And that, in turn, will mean that there will no longer be food chains, drug chains, variety chains—these terms will have lost their meaning, as indeed they largely already have.

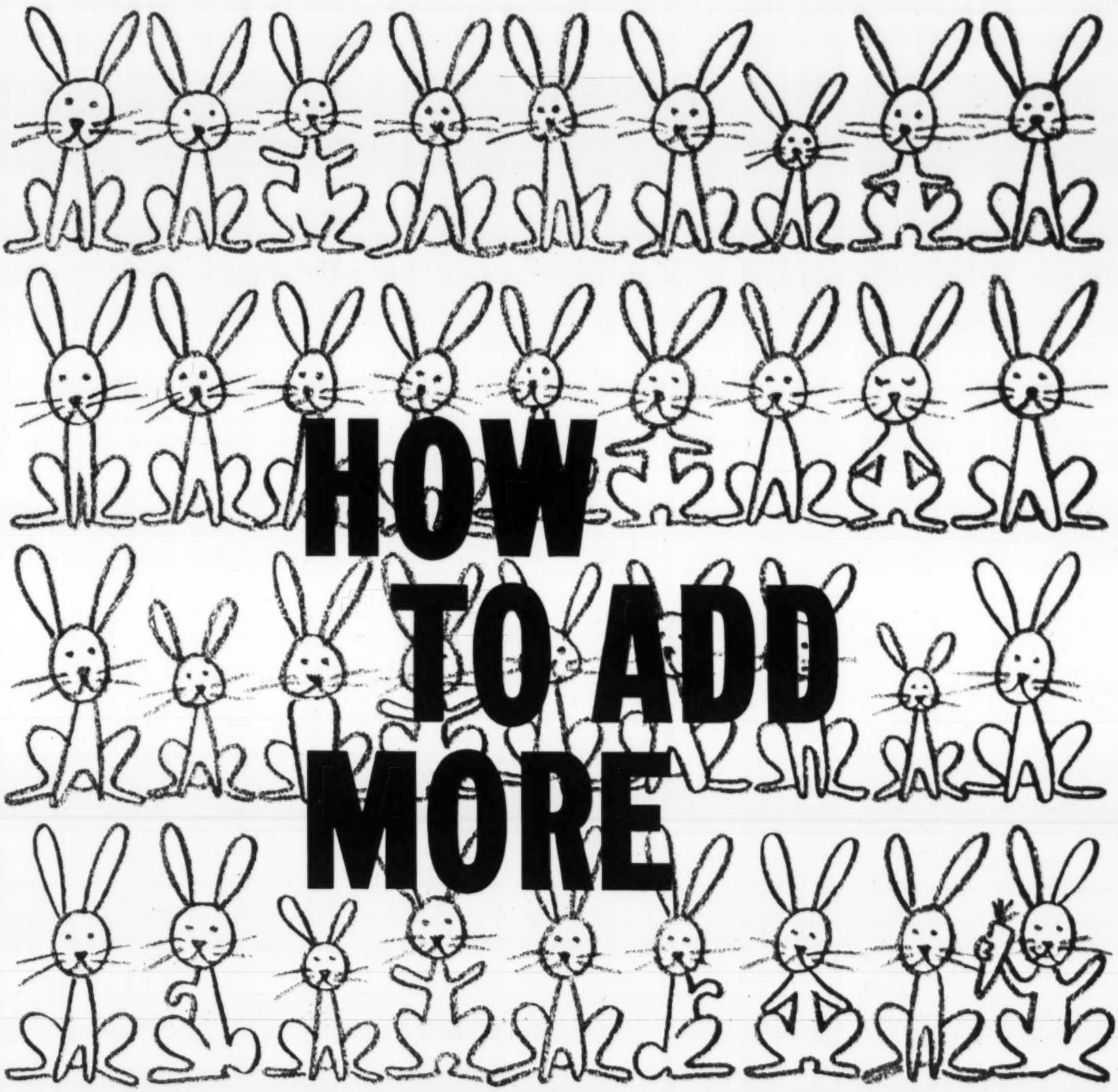
And that, in turn, will compel new marketing strategy by manufacturers. The return of the specialty store, in particular, will play havoc, to cite just one example, in detail crews routed by food processors into the food outlet. The return of the specialty store will also affect merchandising-promotional spectaculars—bantam stores cannot use giant promotions. #

## What They Were Saying 25 Years Ago . . .

**Bruce Barton, chairman of the board of Batten, Barton, Durstine & Osborn, addressing college graduates at a choose-a-career conference** (AA, June 30, 1934):

"Thousands of intelligent men and women still believe in advertising but don't believe in advertisements. Certain forms of advertising have first surprised, then shocked, and finally alienated their confidence.

"Under the lash of bad business, ideals have been abandoned, standards have sunk. You young people have seen silly advertisements, dishonest advertisements, disgusting advertisements . . . I believe I can assure you that the worst is over. The conscience of industry is stirring and, if it were not, the government would stir it. Advertising ought to be a cleaner, better business in your day."



# HOW TO ADD MORE

# SALES DOLLARS BY THE MILLIONS!

Your product's sales dollars multiply at an amazing pace when you use FIRST 3 MARKETS GROUP to concentrate a heavier advertising effort in the 3 top markets of New York, Chicago and Philadelphia. These are the fertile markets where pre-selling of millions of heavy-spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U S. Food and Grocery product sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for the dominant 55% coverage of all families by FIRST 3 MARKETS.

Further, in 264 Industrial North and East counties where 27% of total U. S. families consume over 29% of the nation's grocery product purchases—FIRST 3 MARKETS GROUP delivers an audience of 51% of all families.

To make your advertising sell *more* where *more* is sold it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

**New York Sunday News** Coloroto Magazine
**Chicago Sunday Tribune** Magazine
**Philadelphia Sunday Inquirer** "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

*From an Art Director's Viewpoint . . .*

# The Screen and Mr. Clean

Babies love Mr. Clean
because he not only cleans up baby's whole world; he even makes it smell clean.
Procter & Gamble's new, all-purpose liquid cleaner is the all-time champ at all kinds of cleaning
Mr. Clean does more cleaning . . . faster and easier . . . than any other type of cleaner, cleanser, soap or detergent you ever used.

**By Andy Armstrong**

An unfrocked chiropractor named Addison Simms, working Seattle in the '80s, evolved what later became known to a select few as the Simms' Postulate. In recent years, it has been rediscovered by the motivational researchers, although they tend to give it somewhat less credit than Newton gave the apple.

Andy Armstrong

Addison Simms said, in effect, that housewives look for two qualities in a man. They want someone (a) sexy, and (b) helpful around the house. The order of these two factors may vary without, however, affecting the equation.

▪ *Mr. Clean* fits these specifications better than any man since William S. Hart. Never until now in one male torso has so much sex appeal joined so much backstairs efficiency. He inherits all this, not from his uncles, Procter and Gamble, but from Aladdin's *djinn* and Yul Brynner. What more, hey, could a housewife hope for than Yul Brynner and a lampful of *djinn*?

▪ Fully as eye-brow-raising as *Mr. Clean's* ancestry is his moniker. That "Mr." stands out warmly from the sterile titles of his competitors. It is very interrupting, and bound to arouse a woman's curiosity about the gentlemanliness of this muscle-boy.

His picture, also, recommends *Mr. Clean*—at least in the printed advertising. Brynner and the *djinn* have fused into a third, more folksy incarnation: an earringed bosun's mate, just off a Swedish mackerel schooner and into the massage business on his savings. Alert, yet relaxed and motionless, ready for duty.

Right there, unfortunately, is the clue to *Mr. Clean's* single weakness. He does not stay motionless, simply because he does not stay in print. He gets into television, where he capers jerkily and makes silly faces. In television this is no doubt compulsory. Costing all that money, characters should *do* something. But when *Mr. Clean* does something, he ceases to be great and begins to look foolish. This is not his animator's fault entirely, for foolishness is inherent in any animated human.

▪ All lower vertebrates, with the one debatable exception of Humboldt's Ox, can be transferred charmingly to cartoon. Pigs, mice, cats, dogs, kangeroos and others of the recognizable menagerie, even some horses, lose nothing—in fact they smell better—on celluloid. We do not critically examine these animal heroes for the validity of their self-imitation. They wear clothes, drive cars, smoke cigars and aberrate from the animal norm in a hundred other ways, but we accept these whimsical distortions without a second thought.

Not so with *people* in animated cartoons. There no artist can fool us on people, because most of us, the audience, are people too. We spot un-people-like movement at once, whether in face or figure. A human or near-human character must depart violently from the human norm—as do Magoo, Popeye, or Little Lulu—or we become annoyed by too little differences. Because of this, the Seven Dwarfs seem less grotesque, more acceptable, than Snow White—the ugly sisters than Cinderella—Captain Hook than Wendy. We view the normal human being as unpleasantly ridiculous in frame-by-frame movement. He fails to convince, and defeats the illusion.

*Mr. Clean* is a fine fellow, an inspired concept—in print. But he is lousy on tv. Maybe his uncles will take him off before he defeats *his* illusion and the product's too. #

*Tips for the Production Man . . .*

# For Your Idea Scrapbook

**By Kenneth B. Butler**

**Unusual Direct-Mail Envelope**—The envelope that I opened first when I went over my mail this morning was a large legal-looking one made of paper technically known as "red fibre" although the color actually is a rich brown. The size was also legal-looking, being 4¾ x 11". This is the kind of stiff paper (to refresh your memory) that expansion paper wallets are made of. The whole thing, sent by Prentice-Hall, looked as if there might be something of real value or importance inside, hence the preferred attention I gave it.

* * *

**Drilled Holes**—Die-cutting to reveal printed material and/or paper of different color or texture underneath, is a common device always being used in new and clever ways. Die-cutting requires a die and an extra run through the press. Radio Advertising Bureau has put out an advertising piece which gains this effect with five holes that appear to be drilled. They are clustered in an informal arrangement. Holes are half-inch diameter. Colored tint block is revealed from underneath. Printers can drill holes through lifts of stock, doing quite a stack of sheets at one time. I believe this would save money when small holes are used, particularly on short runs, since cost of die and press makeready are eliminated. Moreover, hourly selling rate on a bindery drill would be less than charged for a printing press.

* * *

**Portfolio of Folds**—A neat portfolio of samples of fancy folds as well as line sketches of plain folds is a new and useful kit that has been issued by Champion Paper & Fibre Co., of Hamilton, O. Champion points out that unusual folds can give to the printed message added velocity and excitement and the company suggests that production men should not be afraid to experiment with folds since these add a new dimension. The kit includes a number of plain sheets folded into some unusual forms. They are labeled as "thought starters."

* * *

**Polyethylene Tip-On**—U. S. Industrial Chemicals Co. provides blazing color to an ad in August *Food Business* and other trade papers by means of a colorful design printed in gay colors on transparent polyethylene. This is tipped onto the ad and covers the illustrated portion of the ad. The transparency permits some of the printed illustration and headline to show through, merging with the tip-on. The film was spot-tipped to the ad and could be lifted back. The film was identified as being printed in line gravure in six colors. The ads were backed up with a full page tabloid news style ad of the company's product developments explained in news form. The ad is, I believe, a furnished insert. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

DRAWTHINKS clarify visual ideas

*says this sales manager*

I'M SENDING YOU MY DRAWTHINK SKETCH OF THAT PROMOTIONAL BUTTON I WANT YOU TO MAKE...
AD MGR
GREAT! NOW WE CAN TELL JUST WHAT YOU WANT!
MFGR

Dear Mr. Pinson:
We have been following your column for many months and have had great success in applying the DRAWTHINKS method in dealing with our clients. For example, we recommend to our sales force that they suggest clients use a DRAWTHINK to guide us in designing a promotional button, badge, etc., to illustrate the idea they have in mind. It works every time . . .

*Earl Butler, Sales Manager, Green Duck Co., Chicago.*

NO FISH DOWN—*This inspired ad is the creation of Richard S. Perry in revolt against the "compliments-of-a-friend" ads found in printed programs. Mr. Perry, creative director of Wesco Advertising, Clearwater, Fla., will be remembered for his chain-letter technique of redistributing copywriters (AA, June 8).*

# Women Tell JWT What They Like, How They Listen

(*Continued from Page 3*)
complained most about length, but not the quality of commercials.

■ Among the other findings:

• Most women (75%) have a favorite station and are loyal to it. Heavy listeners and younger women are most loyal to a single station.

• The average housewife has her radio on during 5.4 half-hour segments of the listening day.

• Music and news are the most-listened-to type of radio programs. A total of 63.7% women said they frequently listen to music; 58.1% named news. Others listed were daytime variety (8.1%), sports (7.9%), serial drama (6.9%), audience participation (4.6%) and religious (3.6%).

• Older women prefer news to music. More than 68% of women over 55 listed news as listened to most frequently; 77.5% of housewives under 35 prefer music.

• Among types of music housewives prefer, waltzes and "sweet" music (a la Guy Lombardo and Lawrence Welk) led the parade. Popular music and show tunes were second and third, respectively.

• About 70% of housewives who listen to radio are doing housework during at least part of their listening hours. Next most popular radio-listening activities are driving the car (mentioned by 33%) and eating (mentioned by 30.7%).

• Peak listening periods for housewives occur at 8 a.m., noon and 6 p.m. Top listening period is 8 a.m., when 39 housewives out of 100 are tuned in. In the evening, during television's prime time, about 17% of the women listen to their radios. #

### *Admiral Adds 4 Merchandisers*

Admiral Corp. has appointed four new field merchandising specialists to the staff of Larry L. Malin, recently named field merchandising supervisor. They are Merle M. Farber, Eugene N. Bezroukoff, Harvey Gerald and Milton T. Fuglesang. Mr. Bezroukoff formerly was with Allied Radio Corp., and Mr. Fuglesang was a district manager with Delmonico-International, Necchi Sales Corp. and Lewyt Corp. The other men held sales positions in allied fields.

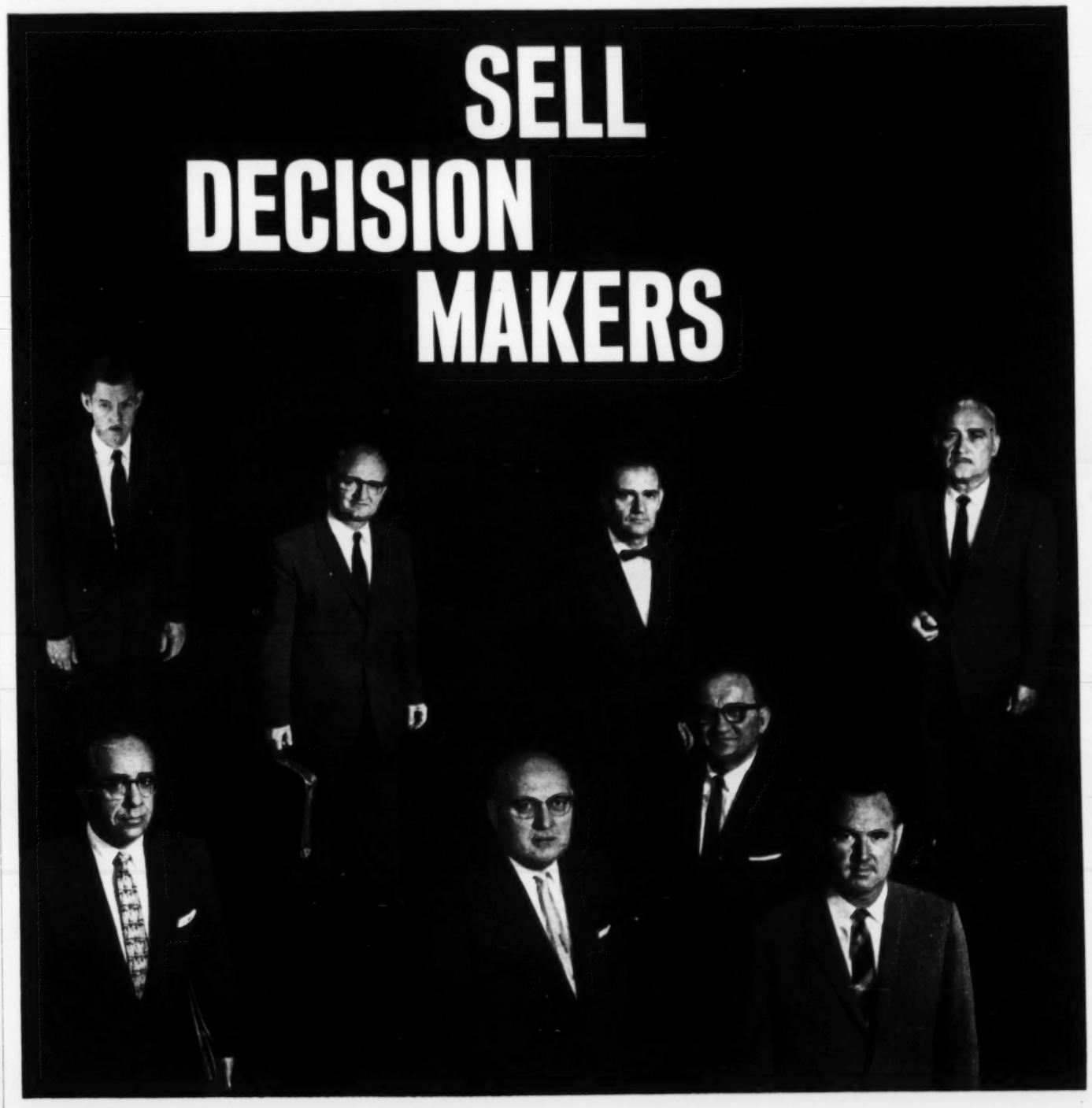
### *Pennington Press Moving*

Pennington Press, Chicago book publisher, is moving its headquarters, including sales and editorial, to Cleveland to be closer to the company's printing activity at Merrick Lithograph Co., Cleveland. Pennington is a Merrick subsidiary. Herbert E. Johnson, sales director for non-book outlets, will make the move to Cleveland, but Richard H. Brown, national book sales manager, will remain in New York, and Leonard J. Halen, assistant sales director for non-book outlets, will remain in Chicago.

### *Zeinog Joins Goodman Agency*

Richard F. Zeinog, formerly divisional advertising director of Hecht-May Co. for the Baltimore area, has been named an associate and vp of Robert Goodman Agency, Baltimore. Mr. Zeinog will direct the creative departments and serve as an account executive.

1
WIBW-TV
TOPEKA has 1 TV Station...
WIBW-TV is it
WIBW-TV SATURATES TOPEKA
and provides the ONLY good signal in a 100,000 TV HOME AREA!
Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.
Survey-Proved WIBW-TV TOPS ALL COMPETITION.
WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.




. . . with INDUSTRIAL PUBLISHING CORPORATION Magazines

### Allen Lightman Adds Two

H. Allen Lightman Inc., New York, has been appointed by the Petti division of Rhea Mfg. Co., New York, to handle advertising for its new Petti of Encino line of swimsuits. Lightman also has been named to handle advertising for Nevpak Corp., New York distributor of "food paks" through savings and commercial banks.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

# Merchandising Ideas

**Booklet Tells POPS Story**

• *American Restaurant*, Chicago, has put out a 12-page, two-color booklet which describes its 1960 point of purchase service and tells the "success story of the 1959 POPS." The booklet explains, "What is POPS?" and tells "what happened (when) Pops exploded!" POPS for 1959 was a cooperative display at the National Restaurant Assn. Show in Chicago sponsored by *American Restaurant* and 72 participating food companies, associations, and equipment and supply companies. The display materials, including merchandising aids, recipes and booklets, were catalogued and made available during the year following the May show. *American Restaurant* says in the booklet that the tremendous enthusiasm shown by the restaurant industry has established POPS as a permanent service of the magazine.

**Shaggy Dog Boosts Ford**

• Merchandising a recent "shaggy dog" tv commercial theme to the hilt, Ford Motor Co. dealers in Southern California, Arizona and Nevada are offering a ceramic figurine replica of the "shaggy dog" to all sales prospects who test-drive a new Ford. The dog figurine is 7" high and also serves as a coin bank. Devised by J. Walter Thompson Co., agency for the dealer group, the doggie banks

SHAGGY DOG—*This ceramic figurine is being given by western Ford dealers to sales prospects who test-drive a new Ford.*

were designed and copyrighted by Florence Ceramics Co., Pasadena.

Intrigued by lively newspaper ads, enough test-drivers have "rolled over" to their Ford dealers to boost dealers' demand for the banks to more than 70,000, and Florence says the orders still are rolling in.

**Mead Johnson Sends News**

• The "good news" that has thrilled Americans since Dewey whipped the Spanish in Manila Bay is the theme of a new direct-mail campaign launched by Mead Johnson & Co. Mailers in the series are full-size reproductions of newspaper front pages whose back headlines proclaimed the "good news" event of their day. The front pages were gleaned from originals in newspaper morgues and major libraries in the U. S. Reproduced on newsprint, the pages are being mailed in large window envelopes which allow the banner headline to show through. Above the left side of the window in 60-point, red type is the lead line, "Good News in —(the year the news event occurred)." The first mailer featured the *Chicago Tribune* for May 22, 1927—the day Charles Lindbergh landed in Paris after his historic flight across the Atlantic. The advertising message, on the third page of the four-page folder, is a reproduction of a two-color trade journal advertisement for Mead Johnson's Vi-Sol chewable vitamin tablets for children. The ad is headlined "Good News for kids in '59." A tag line at the bottom of the front-page facsimile refers to the ad message.

Campaign plans call for nine "good news" mailers to go to physicians and four to pharmacists. Other news events to be covered include the end of World War I, Orville Wright's flight and the close of World War II. An enclosed card suggests that physicians and pharmacists clip the "intriguing bit of Americana", and frame it for office, store, or den at home.

**Aeronaves Chef Tells Secrets**

• There's none of the spirit of guarding favorite recipes that motivates some famous chefs aboard the Britannia flights of the Aeronaves de Mexico airline. In fact, the Aeronaves chef, proud of his dishes, invites requests for such information. In both the first class and tourist menus aboard the airline a pocket holds several cards indicating how specialties served on a particular flight may be duplicated by the cook at home. A self-addressed card the same size as the recipe cards also is enclosed in the pocket to make it easy for passengers to ask that recipes be sent them.

A message opposite the pocket holding the cards reads: "To help you enjoy a true gourmet dinner in your own home, we take great pleasure in offering you a group

GOOD NEWS—*This first of a series of famous newspaper front pages is being sent to doctors and druggists by Mead Johnson in a promotion for Vi-Sol.*

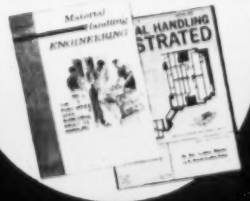
DECISION MAKERS
*in the* MATERIAL HANDLING *field*
*depend on*
MATERIAL HANDLING ENGINEERING
*and*
MATERIAL HANDLING ILLUSTRATED

Walter A. Bauer, Supervisor of Production Stores
Jack & Heintz, Inc.

Walter A. Bauer buys material handling and packaging equipment for Jack & Heintz, Inc., manufacturer of rotary electric equipment.

If you want to sell Mr. Bauer and more than 130,000 other material handling equipment buyers like him, use MATERIAL HANDLING ENGINEERING* and MATERIAL HANDLING ILLUSTRATED Magazines.

Franchise-Paid Circulation makes sure your story in MATERIAL HANDLING ENGINEERING and MATERIAL HANDLING ILLUSTRATED is delivered to the *decision makers* you must reach to sell your products.



*Both Industrial Publishing Corporation Magazines*

*Formerly FLOW

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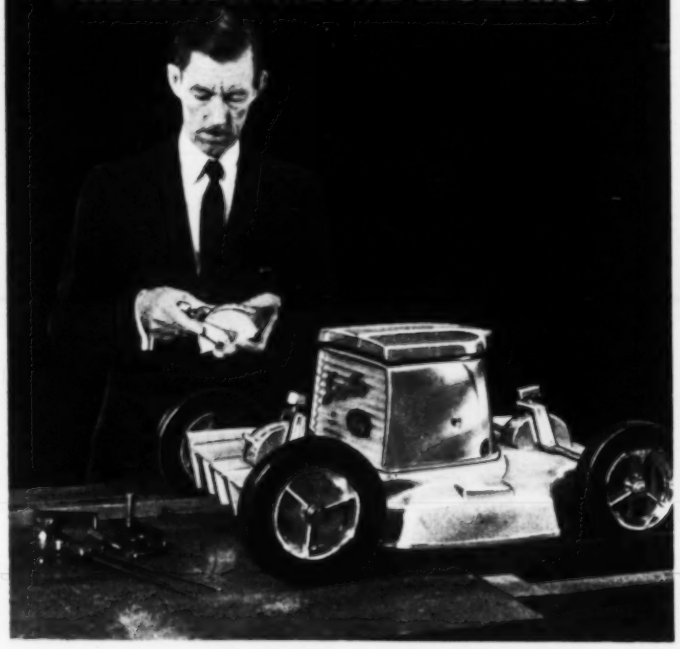
DECISION MAKERS
*in the* PRECISION PARTS *field*
*depend on*
PRECISION METAL MOLDING



J. R. West, Director, Product Development & Testing
O. M. Scott & Sons

J. R. West specifies precision metal parts, components and finishes for O. M. Scott & Sons, manufacturer of Scott lawn products.

If you want to sell Mr. West and more than 20,000 others like him, use PRECISION METAL MOLDING Magazine.

Specialized circulation makes sure your story in PRECISION METAL MOLDING is delivered to the *decision makers* you must reach to sell your products.

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of selected recipes . . . along with our suggestions for the fine wines to complement these epicurean dishes. If you would like to receive Aeronaves recipes regularly, just mail us the attached postcard. . . . Bon Appetit!" The airline reports cards requesting additional menus have been received from all over the U. S.

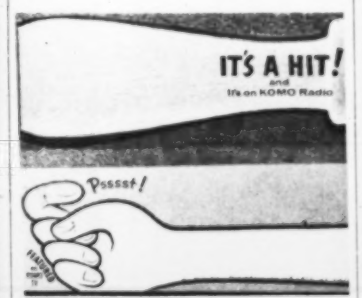
***Cities Service Offers Prints*** • During August and September Cities Service Oil Co., through its dealers, is offering a special collection of antique steamboat color prints to the motoring public. The six prints, available in two portfolios, are color illustrations of famous early steamboats. Cities Service dealers provide a request card, which the customer fills out and mails to the company, which then forwards the prints to the customer. In previous offers, Cities Service distributed hundreds of thousands of prints of antique automobiles and locomotives.

Meer Krate Basch

SMASH—*Zelda Meer, media director of Krate-Basch Associates, helps Nat Krate, vp, and Sheldon D. Basch, agency president, smash the first of 1,000 old 78rpm phonograph records used to illustrate a direct mail piece for Vanleigh Furniture Co.*

***Vanleigh Co. Breaks Records*** • "We're Breaking All Records" is the title of a direct-mail piece issued by Vanleigh Furniture Co., New York, which operates what it calls the largest decorator showroom in the U. S. The two-color folders, each of which contained a fragment of an old 78rpm phonograph record, to emphasize its theme, went to interior decorators to publicize Vanleigh's success and growth. Krate-Basch Associates, the company's agency, prepared the folder.

***Seattle Stations Merchandise*** • KOMO and KOMO-TV, Seattle, are providing colored wrap-arounds for point of purchase promotion of products advertised on the stations. Wrap-arounds for KOMO-TV carry the notation: "Pssst! featured on KOMO-TV." Those for KOMO, which broadcasts all games of the Seattle baseball club in the Pacific Coast League, are in the shape of a baseball bat and carry the line: "It's a hit! and it's on KOMO radio."




WRAP-AROUNDS—*KOMO and KOMO-TV are using these wrap-arounds for point of purchase promotion of products advertised on the stations.*

***Coors Fetes Centennial*** • As Colorado this year celebrates the centennial of the discovery of gold in 1859, Adolph Coors Co., Golden, Colo., holds open house at its plant all year for centennial visitors. To each visitor Coors gives a souvenir windshield decal which bears the official state emblem and a full-color reproduction of the Coors plant. The waterless-application pressure sensitive decal was produced for Coors by Meyercord Co., Chicago.

***Hertz Offers Direction Kit*** • Did you ever fight city traffic through a strange town only to find you made a wrong turn somewhere? Joseph J. Stedem, senior vp of Hertz Rent A Car, says the majority of traveling motorists "get lost" in metropolitan areas, and many cannot even find their way around in small towns. To lessen confusion for travelers, Hertz is introducing a Direction Finder Kit designed to make motor traveling easier and to "encourage people who ordinarily won't rent cars in strange towns, to pick up a Hertz on their next trip."

Contents of the kit vary among the more than 775 U.S. cities where Hertz stations are located. Most include a list of good eating and sleeping places, locations of churches, maps with highway and toll road information, and entertainment and recreation facilities in the area. Hertz will introduce the Direction Finder Kit on tv and in *Newsweek* Aug. 31, followed by ads in *Business Week, Holiday, Life, National Geographic Magazine, The New Yorker, The Saturday Evening Post, Time* and *U.S. News & World Report.* #

***Center for Research Adds Two***

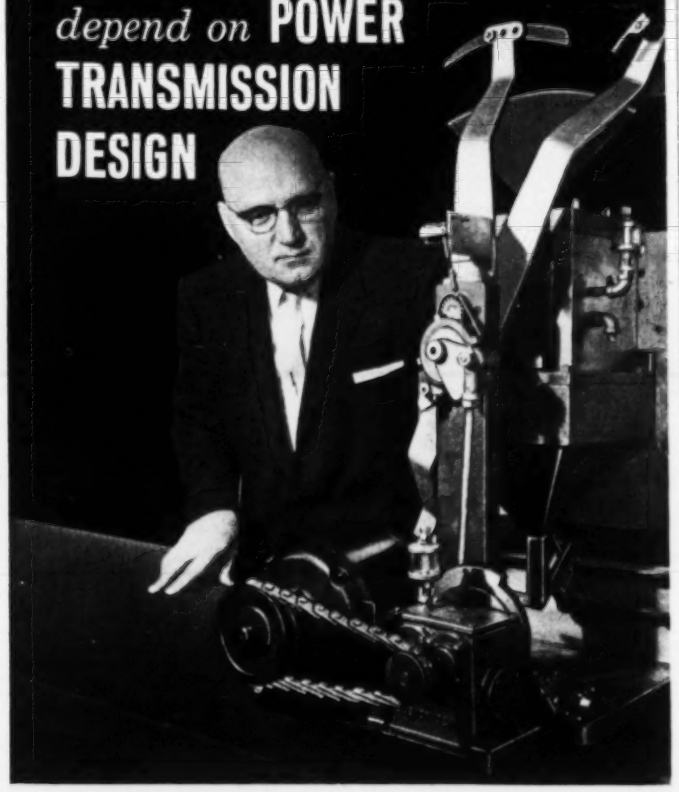
The Center for Research in Marketing Inc., Peekskill, N. Y., has added two researchers to its executive staff. They are Colin C. Kempner, formerly coordinator of research at the Institute for Motivational Research, Croton-on-Hudson, N. Y., and Sidney Lirtzman, formerly vp of Oxtoby-Smith Inc., New York.

***Nichol Joins Allen Agency***

J. C. Nichol has been named to the new post of marketing director of Allen, De St. Maurice & Spitz, San Francisco. He previously was an advertising specialist for California Spray-Chemical Corp., Richmond, Cal.

memo:
**100% Coverage**
Motor hotels are the fastest growing part of the hotel market—
You cover EVERY motor hotel in the U.S. with
THE
**HOTEL MONTHLY**
105 W. Adams St.
Chicago 3, Ill.
*a Clissold Businesspaper*

**DECISION MAKERS** *in the* **POWER TRANSMISSION** *field depend on* **POWER TRANSMISSION DESIGN**



T. R. Vogt, Design Engineer
Cleveland Metal Abrasives Co.

T. R. Vogt selects power transmission equipment for The Cleveland Metal Abrasives Co., manufacturer of metal abrasives for blast cleaning.

If you want to sell Mr. Vogt and more than 30,000 other power transmission equipment buyers like him, use POWER TRANSMISSION DESIGN Magazine.

POWER TRANSMISSION DESIGN'S Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.

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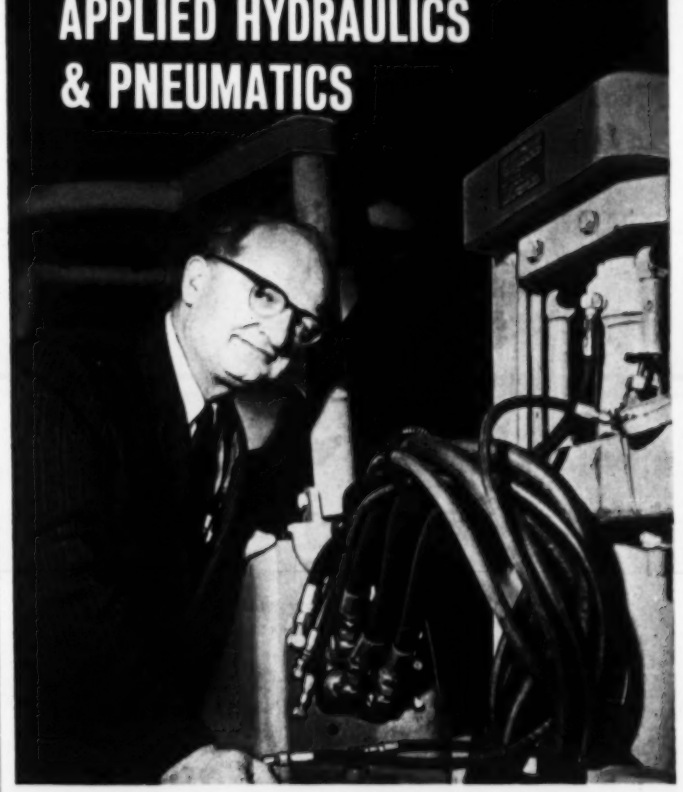
**DECISION MAKERS** *in the* **FLUID POWER** *field depend on* **APPLIED HYDRAULICS & PNEUMATICS**



Walter M. Schaffer, Staff Research Engineer
Towmotor Corporation

Walter M. Schaffer specifies hydraulic and pneumatic equipment for Towmotor Corporation, world famous manufacturer of industrial trucks. If you want to sell Mr. Schaffer and more than 25,000 others like him, use APPLIED HYDRAULICS & PNEUMATICS Magazine.

APPLIED HYDRAULICS' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your product.

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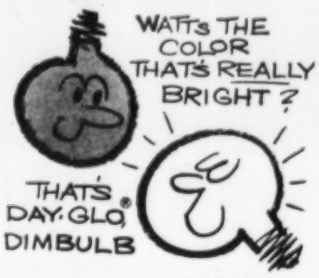
# Along the Media Path

The August issue of *Industry & Welding*, published by Industrial Publishing Corp., appeared under its new name, **Welding Design & Fabrication.**




There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

• **Dow-Jones Publishing Co.**, publisher of the *Wall Street Journal*, New York, has started construction of a $2,500,000 publishing plant on an 11½-acre site at Massachusetts Industrial Park, at the Springfield interchange of the Massachusetts Turnpike. The plant is scheduled for completion late this year.

• **Drug Trade News** will introduce a new regular feature, devoted to packaging of pharmaceuticals, toiletries, cosmetics and sundries, in its Sept. 7 issue.

• **Speed Age** has changed its editorial content effective with the August issue. Formerly devoted to auto racing, the magazine will now expand its coverage to jets, rockets, missiles, speed boats and atom-powered land, sea and air vehicles.

• **Better Homes & Gardens Idea Books** are now available for premium use. Success of various incentive programs around the country in which *BH&G* books were used contributed to the policy change, *BH&G* says. Additional information can be obtained from William A. Bucholz, Meredith Publishing Co., Des Moines 3.

• **Factory** has put out its Editorial Audit No. 4. The documentary folder deals with what editors put into a story and what the readers get out of it. Copies can be obtained from Charles Walsh, promotion manager, *Factory*, 330 W. 42nd St., New York 36.

• **Glamour's** third semi-annual advertising supplement has been mailed to 25,000 retailers throughout the country. The special 84-page fashion report previewed advertisements scheduled for the August, September and October issues of the magazine. The supplement also included fashion news predictions by *Glamour* editors, plus special articles written by guest experts from Pan American World Airways, Remington Rand and Arrow Photo Service.

• **Sports Illustrated**, New York, celebrated its fifth anniversary with its Aug. 17 issue. In its five years of operation *SI* has increased its circulation from 450,000 in 1954 to 900,000 in January, 1959. It has also increased its ad revenue from $2,946,955 in 1955 to $11,800,000 by the end of 1959.

• **The Philadelphia Inquirer** will present its third annual Beauty-rama, a cosmetic exhibition for consumers, Sept. 9-11. In addition to displays and demonstrations by cosmetics firms, beauty clinics and lectures will be held throughout each day.

• Effective with the Oct. 3 issue, **Publishers' Auxiliary** will change to an eight-column format.

• The August issue of **Western Livestock Journal**, its 12th annual commercial cattle issue, contains 328 pages, of which 212 are advertising. It is the biggest edition ever published, according to Nelson R. Crow Publications, Los Angeles.

• **Western Crops & Farm Management** is the new name for the seven-year-old *Farm Management*, effective with the August issue. The magazine will concentrate primarily on field and raw crop production.

• **Ceramic Industry**, published by Industrial Publications, Chicago, has introduced a series of four-color covers as the latest in a number of moves to improve the appearance and content of the magazine. Previously, the magazine adopted a policy of larger body type, new head type and larger illustrations as part of the same program.

• **Health**, official organ of the Health League of Canada, will adopt a smaller size and new format starting January, 1960. The decision was due largely to results of a questionnaire sent to readers and advertising executives asking their opinion.

• **The San Jose Mercury** and **News**, San Jose, Calif., has published volume two of "Say . . .what about San Jose?" The two-color 26-page booklet contains San Jose statistics on population, employment, economic conditions, retail sales, automotive sales and advertising linage for the two newspapers.

• **WISN**, Milwaukee radio station, recently celebrated its 37th anniversary with a six-hour birthday party at a Milwaukee shopping center. During the celebration 2,375 pieces of birthday cake, 2,357 cups of coffee and 750 half-pints of milk were given out. Shopping center gift certificates were scattered liberally throughout the cakes.

• **The Philadelphia Daily News** has planned a regular Monday advertising section featuring Market St. stores. All Market St. ads will be grouped forward in the *News*, beginning Sept. 14, and will run through the Christmas holidays. The *News* also will use house ads to call attention to this program, plus announcements on WFIL-TV and WRCV-TV on Sundays and Mondays, plus spots on WPEN, WIBG, WHAT, WIP and WJMJ.

• **True** launched its latest direct mail campaign with a miniature hat box containing the thematic picture and slogan, "The *True* man wears many hats." This was followed by direct mail pieces telling the story of the many hats the *True* reader wears for the many roles he plays at home and in business. The campaign built up to the main hat that the *True* reader wears, the crown of "Absolute Ruler," maker of decisions and selector of brand names in the male domain. Paperweights containing a gold embossed medallion of "Absolute Ruler" were mailed to readers who stated they ruled the roost in their homes.

• **The Revised McCall's Book of Modern Houses** has been published by Simon & Schuster. The book features 29 modern houses in the middle-price bracket. Also included are more than 130 photographs, 100 in full color, illustrating the interiors and exteriors of the houses, complete floor plans, line drawings illustrating special building problems, and full details of materials and equipment used.

• The fifth annual National Purchasing Progress Award has been

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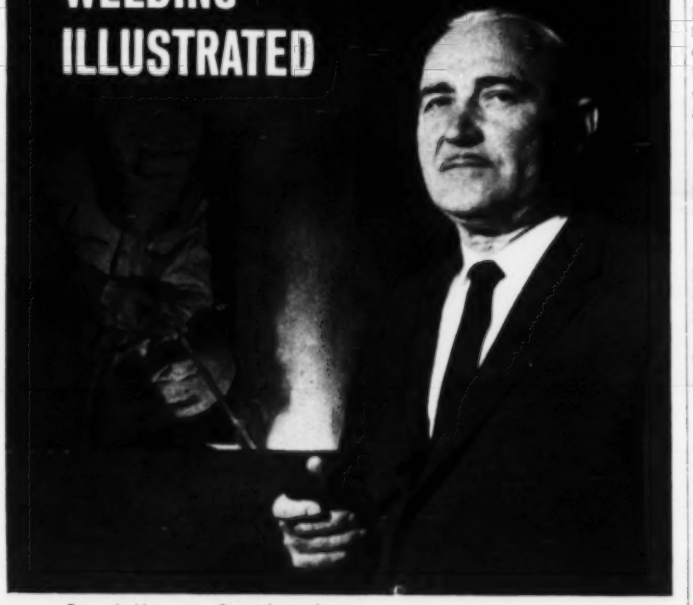
*depend on* WELDING DESIGN & FABRICATION
*and*
WELDING ILLUSTRATED



Ross J. Yarrow, Superintendent
Republic Structural Iron Works

Ross J. Yarrow buys welding equipment for Republic Structural Iron Works, a leading structural steel fabricator.

If you want to sell Mr. Yarrow and more than 107,000 other welding equipment buyers like him, use WELDING DESIGN & FABRICATION* and WELDING ILLUSTRATED.

These magazines use Franchise-Paid Circulation to make sure your story is delivered to the *decision makers* you must reach to sell your products.

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DECISION MAKERS
*in the* SAFETY *field*
*depend on*
OCCUPATIONAL HAZARDS

L. H. Bornoff, Safety Engineer
H. K. Ferguson Co.

L. H. Bornoff buys industrial safety, housekeeping and fire protection equipment for H. K. Ferguson Co., nationally known contractors.

If you want to sell Mr. Bornoff and more than 20,000 other equipment buyers like him, use OCCUPATIONAL HAZARDS Magazine.

OCCUPATIONAL HAZARDS' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.

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presented to Douglas Aircraft Co., Santa Monica, Calif. The award is made to the company whose modern purchasing methods idea is judged most interesting and valuable to those in the metal-working field. The winner is determined by readers of **Purchasing News**, published by Rogers Publishing Co., Englewood, Colo., who were asked to judge ideas which appeared in the magazine during the preceding year.

• **Nation's Agriculture,** published by the American Farm Bureau Federation, Chicago, will go to four-color printing, effective with the September issue. The magazine will be printed on letterpress with a modernized format and is offering regional advertising for the first time.

• **Employes of Model Railroader,** published by Kalmbach Publishing Co., Milwaukee, helped celebrate the magazine's 25th anniversary with a picnic. The family-style outing began with a chartered train trip to Mayville, Wis.

Dewey Carter Byron Edlund

FLOATING COOK-OUT—*American Home introduced three award-winning home builders to the press, agencies and others last month at a floating cook-out on the Chicago River. "Sailors" for the day—John M. Carter, editor, and Alan R. Ecklund, manager of the Minneapolis sales office—played host to two Young & Rubicam landlubbers—Robert Byron, media director, and Bob Dewey, account executive.*

• **Greater Philadelphia Magazine** is planning a special commemorative edition of nearly 400 pages for its October issue to celebrate its 50th birthday. Weighing over two pounds per copy, the issue will reproduce the magazine's first edition. Other features will include comparisons of the proper Philadelphian of 1909 with his modern counterpart, a pictorial review of the area over the past 50 years, and a roster of all area companies which set up shop 50 years or more ago, with the date of their founding.

• Actual signs for counters and windows—size 7x11" on 10-point board stock—have been bound into the current issue of **Variety Store Merchandiser,** New York. Signs are perforated and ready for use at point of purchase. There are three bound-in signs, two of which were prepared by *Variety Store Merchandiser* for general use; the third was prepared by Colgate-Palmolive Co. and features a back-to-school promotion on toothpaste.

• **The Valley Morning Star,** Harlingen, Tex., has moved into a new brick and concrete building at 15th and Commerce Sts. The one-story building has 23,000 sq. ft. and is air conditioned.

• **Boys' Life** is planning its second annual Christmas Gift selection issue. The December issue will feature a special two-page editorial gift-hint check-off section.

• **The Chicago American** told and showed its readers at the same time the format change it would undergo when it began printing on *Chicago Tribune* press facilities. An eight-page section was developed in the *American's* new size (310 lines deep, 2,480 lines to a page) and printed on *Tribune* presses. The front page told the story of the move and illustrated the new look with new type faces and use of four-color in editorial matter with a portrait of Queen Elizabeth and Prince Philip.

• The **Chicago Daily News** offered a vacation for two any place in the world as first prize in its food contest. Contestants submitted recipes for foreign recipes which were judged in practicability and appetite appeal.

• **Good Housekeeping's** "Quick-as-a-Whistle" health and beauty plan, to be featured in the November issue, will tie in, through toiletry merchandisers, over 1,000 food stores plus 925 National Tea Co. stores, as a *Good Housekeeping* salute to National's 60th anniversary. Brand imprinted beauty booklets and displays will be supplied by *Good Housekeeping.*

• **The Katz Agency,** New York, has published a 40-page booklet, "The Sales Manager's Medium." The booklet discusses spot tv as the modern day salesman.

• **WTVD,** Raleigh-Durham, N. C., CBS tv station, is transmitting from its new 1,500 ft. tower. The station now reaches more than 378,000 homes.

• **Department of New Laurels:** For the first nine months of 1959 **Look** shows a $1,760,000 increase in advertising revenue over the same period of 1958 and a 74,000 circulation increase over the comparable period in 1958.

**WJR,** Detroit, increased sales to $1,966,866.66 for the first six months of 1959 from the 1958 total of $1,660,868.16 Net profits decreased to $134,284.27 from $196,340.84 for the same period in 1958.

Advertising revenue for **Petersen Publishing Co.'s** six monthly consumer automotive magazines and *'Teen* was up 69% for the third quarter of 1959. Revenue for the first nine months of the year increased 52% over the similar period in 1958.

**Vegetable Growers Messenger** reports a 20% increase in advertising linage for the first six months of 1959 over the comparable period in 1958.

**Redbook** closed the third quarter of 1959 with 34% more display linage than the same period the previous year.

Gross advertising revenue and sales for the first six months of 1959 for **Missiles & Rockets** increased 10% over the same period in 1958.

**WRCV-TV,** Philadelphia, had a 32% increase in sales for the first six months of 1959 over the 1958 total.

Advertising linage showed a 24.8% increase for the first six months for **Woman's Day,** while circulation increased 53% for the first six months over the same period of 1958.

**Esquire** reports a 10% increase in advertising linage for the first nine months of 1959 over the same period in 1958.

Advertising linage increased 8% for the first eight months for **Sports Cars Illustrated.** Circulation for the same period increased to 149,043 over the 1958 total of 144,630. #


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*in the* OFFICE *field*
*depend on*
MODERN OFFICE PROCEDURES

Benjamin Parker, Office Manager
Tremco Manufacturing Co.

Benjamin Parker buys office equipment and supplies for Tremco Manufacturing Co., manufacturer of mastic specialties.

If you want to sell Mr. Parker and more than 98,000 other office equipment buyers like him, use MODERN OFFICE PROCEDURES Magazine.

MODERN OFFICE PROCEDURES' Franchise-Paid Circulation makes sure your story is delivered to the *decision makers* you must reach to sell your products.

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DECISION MAKERS
*in the* REFRIGERATION AND AIR CONDITIONING *field*
*depend on*
THE REFRIGERATION & AIR-CONDITIONING BUSINESS

Mr. Ray Quiggin, President
Quiggin & Son, Inc.

Ray Quiggin buys refrigeration and air conditioning equipment for his company, Quiggin & Son, Inc., a leading heating and air conditioning contractor.

If you want to sell Mr. Quiggin and more than 30,000 other executives who specify, sell, install and maintain air conditioning, refrigeration and heating equipment, use THE REFRIGERATION & AIR-CONDITIONING BUSINESS Magazine.

With this magazine's Franchise-Paid Circulation, you can be sure your story is delivered to the *decision makers* you must reach to sell your products.

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# The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

## Creative Workshop Participant Wonders If Experts' Rules for Advertising Really Matter

To the Editor: AA's Creative Workshop was a most instructive and even inspiring convocation.

However, if we face the hard, cold facts of life and we admit that the ultimate criterion of advertising is to sell goods—I wonder, in a fleeting and cynical moment, if we are not fooling ourselves?

I point with a shaky finger at the attached advertisement. Here is an advertisement which recommends a dish called "Sloppy Joe Barbecue Beef" to the housewives of America. While there may be some traveled cognoscenti who would recognize the Havana saloon, I fear that the name "Sloppy Joe" has other connotations for the stay-at-homes.

Now please note the arch little fairy whose magic wand points to the aforementioned dish known as "Sloppy Joe"... Now look at the cliche in direct conjunction with our peri: "...the flavor touch that means so much!" Look down at the bottom to the incredible sign-off line, which is undoubtedly making its thousandth re-appearance..."Remember the name—you'll never forget the flavor!"

And finally, note the copy on the label..."Just Right With a Mild Bite." This also appears elsewhere on the advertisement.

Certainly, we could dismiss this advertisement with a shrug of the shoulders and say: "This is all very true, but what's your point?"—I now come to it:

Last week, I checked two of the leading supermarket chains in the Delaware Valley area.

Guess what? Sales of barbecue sauce at one large chain are as follows:

French's—34 cases per week

Mrs. Schlorer's—(a very strong regional favorite food line)—32 cases per week.

Open Pit—139 cases per week

Price differential: No advantage.

In the second chain (check on 100 stores):

Mrs. Schlorer's—50 cases per week

Open Pit—70 cases per week

What do we do?

**Irwin W. Solomon,**
Philadelphia.

•

To the Editor: I found the [Advertising Age Workshop] sessions stimulating and informative. I thought that the television meetings, in particular, should be valuable to everyone in the advertising business regardless of his experience. The medium moves faster than any individual creative person can...I am looking forward to next year's workshop.

**Otis Winegar,**
Creative Director, Knox Reeves Advertising, Minneapolis.

•

To the Editor: I want you to know that I thoroughly enjoyed the program and found it informative beyond my expectations. The educational value to me cannot be measured in time or expense...

There is just one suggestion that I would like to make with regard to future programs: Inasmuch as most of my time is devoted to industrial accounts, I would appreciate one or two discussions on this subject...

**Charles J. Prince,**
D'Arcy Advertising Co., St. Louis.

•

To the Editor: Hearty congratulations to you on the great success scored by the second "Advertising Age Summer Workshop." I am sure you and your associates, and Dr. Britt, must get a warm and satisfying glow out of the very obvious enthusiasm of the creative fraternity for this outstanding event.

**A. F. Jones,**
Vice-President, Cockfield, Brown & Co., Toronto.

•

To the Editor: I am sure that those who attended the Creative Conference all agree that it was a great success.

The three of us from our agency were indeed stimulated by the programs and by the members attending...

**T. W. Norsworthy,**
Executive Vice-President, Taylor-Norsworthy, Dallas.

• • •

## Dristan and Isolde to Share Duodenum Duplex in This Saga

To the Editor: While I was shaving this morning the Dristan bottle kept weaving around on the shelf under the mirror and I couldn't help thinking of

**Dristan and Isolde**

The Man from Madison Avenue put his foot up on the bench and looked down at Dristan. "What's the trouble, boy?" Dristan growled a bit. "Aaah—I'm getting sick of this job. Every day I have to take that trip down Esophagus St. and land in Stomach half drowned. And some of these guys use milk or orange juice. The other day a guy took me with straight bourbon. Gad—I could hardly get up. Then I have to go back up Esophagus St. to Nasal Passage and fight those Drips. They're no pushovers, either. And this at least twice a day—some days four times. Why—I can get a job with Roto-Rooter and work only four days a week—with all fringe benefits. I'm fed up with crawling around those tight sticky passages."

The Man from Madison Avenue frowned. He hadn't thought of this when he wrote the ads. "Well, you do get into some nice stomachs."

"Yeah—how often? The young people stay away from sinusitis. All I get into is ulcers and gastritis. With Roto-Rooter I'll be in some nice cool sewers, at least."

The Man from Madison Avenue had been thinking. "Look, Dristan, how about this? I'll fix up a nice little apartment in Duodenum and send Isolde over. When you land in Stomach you can go over, take a shower, and play with Isolde for a while before you go up to fight the Drips. And she'll be there when you come back. How about it?"

"Hey, that sounds like a bit of all right. But how about my buddy who goes down with me? He'll catch on quick—and then what?"

"That's easy. We'll make it a duplex apartment and I'll send Elaine over for him. There's plenty of room in Duodenum for a duplex."

"What's this Elaine like? Maybe I'd rather play with her than with Isolde."

"Listen—you guys will have to settle that. Swap once in a while."

"O.K. But remember, if this doesn't work out I'm going to take that job with Roto-Rooter."

The Man from Madison Avenue turned away and grinned. Roto-Rooter was one of his accounts, and he could feel a fine new idea growing.

**Alfred Zusi,**
Seaboard Chemical Corp., Livingston, N. J.

• • •

## But Will It Really Sell?

To the Editor: Even after the success of coffee and soup, they said it couldn't be done—but here's further proof of the adage, "To the adman nothing is impossible": instant steel! Happening as it does

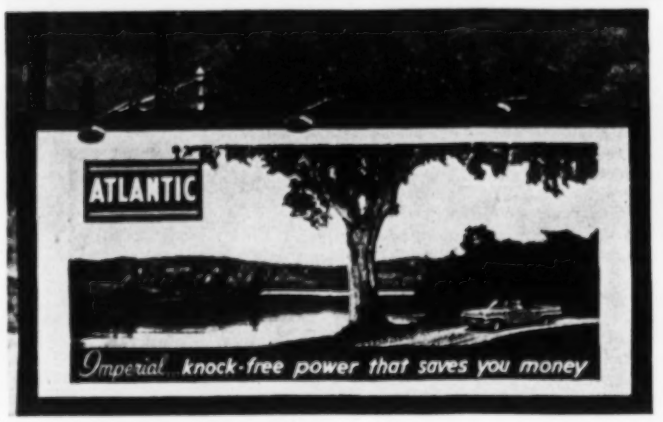
to the ferrous of metals, this could electrify—if not galvanize—an industry!

**J. B. Lundy,**
Perrin-Paus Co., Chicago.

• • •

## Tree Grows in Harrisburg —Just Right for Poster

To the Editor: Lightning can strike the same tree twice, as witness the tree in the Ayer-prepared Atlantic Refining Co. outdoor poster which you pictured on Page two of the July 6 Advertising Age. The alert Ithaca photographer, who recognized an excellent picture in a real tree apparently "growing out of" the poster tree, has a think-alike twin on the staff of the *Harrisburg* (Pa.) *Patriot*.




The Pennsylvania tree is a bit stunted in comparison to the New York tree, but the real foliage continues from the poster foliage just as accurately. The Harrisburg photo is enclosed, along with a print of the poster itself.

Regarding the photograph which the poster reproduces, a noted painter, who is also an enthusiastic photographer, was quoted as saying that this is the best water photography that he had ever seen. He thought that if Robert Holland, the photographer, had snapped his shutter a few minutes earlier or later the effect might have been much less satisfactory. Gordon Wilbur, the Ayer art buyer, passed this compliment along to Holland, who wrote back: "He is 100% correct about the timing. After the test exposure was made it was necessary to wait until the following *year* to catch the few minutes of late afternoon light in mid-June which seemed best."

**Alan S. Evans,**
Manager, Outdoor Department, N. W. Ayer & Son, Philadelphia.

• • •

## Simple Soap Solution, and Housewives Will Love It

To the Editor: I have just read in your paper of the melee between Procter & Gamble over their putting a package of Tide, Dash and Cascade in all washing machines, and by the manufacturer.

There is a simple solution. Open the doors...it's a free economy...let all of the other manufacturers do the same thing.

Most washers are large. The various manufacturers could all place a sample of their product in the machine or tie it on the side if there were too many.

The housewife could use them all. Perhaps there'd be room for enough to keep her in "soap" until that machine wore out. Then she'd buy another machine. The process would be repeated.

Result—the manufacturer would have no charges of "unfairness" against him. He'd have an added sales point for his machine. The housewife would be happy—she'd never have to buy soap again. The manufacturer—they'd all be on the same basis—with the good will resulting from their "gift" to the customer.

**Bert Alcott,**
Bloomington, Ill.

• • •

## Sticks and Stones Beset Columnist's Bones

To the Editor: After writing just so many columns, I suppose any columnist can be expected to get a little silly once in a while. Even James D. Woolf has his bad days.

Andy Armstrong is ahead of the game. His column was pretty silly right at the start. A junior copywriter might not be more flippant...but he could certainly be more clever. Almost any fresh-from-

the nation's 47th largest market!
Indiana's 2nd largest market!
GARY HAMMOND E. Chicago, Ind. METRO AREA
reach it SELL it ONLY through
THE GARY POST-TRIBUNE
THE HAMMOND TIMES
REPRESENTED BY: BURKE, KUPERS & MAHONEY, INC.

WPON PONTIAC MICHIGAN
SERVING
AN INTEGRAL PART OF AMERICA'S 5th MARKET
LOOK:
OAKLAND COUNTY

| | | |
|---|---|---|
| 33rd IN POPULATION — 646,900 | 40th IN DRUG SALES | — $ 26,977,000 |
| 41st IN RETAIL SALES — $615,640,000 | 36th IN AUTO SALES | — $137,435,000 |
| 42nd IN FOOD SALES — $183,625,000 | 46th IN FAMILY BUYING INCOME — $6,888 | |

For Results In Lansing, Mich. . . . it's
WILX-TV
NBC • CHANNEL 10
WILS
CONTACT VENARD, RINTOUL & McCONNELL INC.
911

school artist could be more consistent in his tastes and standards.

"From an Art Director's Viewpoint" is just another in the long and seemingly endless procession of ridiculous commentary, irresponsibly and poorly written by an army of so-called experts.

Pooh!

**Jon M. Christopher,**
Wentzel, Wainwright, Poister & Poore, Chicago.

• • •

### *Says Savignac Created Several Straws Technique*

To the Editor: I was interested to see in your issue of July 13 a letter from one of your readers pointing out the similarity between two advertisements incorporating the idea of a boy using several straws to drink from several bottles.

I would like to point out that both these advertisements are a direct copy of one produced by Savignac, the French artist (whom I

represent in the U. S.), for the advertiser "Verigoud" in 1953. I consider both advertisements to be direct plagiarism, and far from representing the "cumulative" technique of advertising, I consider that such a direct use of an original idea is much to be deplored.

I am enclosing herewith a copy of the Savignac poster, which I think you will agree fully supports my contention.

**Barbara E. Maxwell,**
Princeton, N. J.

• • •

### *Pabst Isn't Fooling You, One Reader Assures Another*

To the Editor: I should like to answer a letter from a Gil Bourdon that appeared in your columns on July 20, in what I would call the "talking through his hat" department. To answer him point by point:

1. Mr. Bourdon, neither Pabst, nor any other brewer, has been fooling you for the past 50 years. Public taste changes, and smart marketers adapt their products and advertising to these changes. There is considerable evidence that the appeal of "lighter than light, dryer than dry" beer selling has weakened, and that beer-drinkers want beer that tastes like beer, not like water. They associate such a beer with the "good old days," rightly or wrongly. And the smart advertiser works with his public, rather than fighting them.

2. Brewing methods *have* kept up with the sputnik age—and if you, Mr. Bourdon, had recently worked on a beer account you would know it. Few food processing plants are more modern, cleaner, or operated with more careful scientific controls than a brewery. But the purpose of all this advance need not be to brew a "space age" beer. If beer-drinkers want what they consider "old-time flavor," modern brewing methods are calculated to give them, consistently, in every bottle or can, the flavor that hit-or-miss oldtime brewing achieved in perhaps one batch out of ten.

One wonders if perhaps a critic like Mr. Bourdon missed the AD AGE article of a few months ago in which some advertising sage opined that much beer advertising suffered because martini-drinking admen were behind it.

As a final commendation of the Pabst campaign may I add that, the last I heard, Pabst sales were climbing in the markets where this campaign was running. How many major consumer package goods products has Mr. Bourdon created ads for and seen a sales slump reversed?

**Joseph J. Judge,**
Copy Supervisor, Kenyon & Eckhardt Ltd., Montreal.

• • •

### *Objects to Headline*

To the Editor: I very much take exception to the headline which appeared over the article of Robert J. Keith in ADVERTISING AGE, July 20. ("Research, More Creativity, More Scientific Media, Selection Seen Necessary to 'Save' Advertising")

Advertising does not now or will ever have to be saved. People aren't going to stop advertising. We have enough people around the country who are suspicious of advertising, particularly of consumer advertising. Headlines like this intimate that we in the business are fearful of what we are doing, and this sort of thing simply takes one more step in the destruction of belief in advertising.

Headlines like this should be avoided.

**Harvey A. Scribner,**
President, Russell T. Gray Inc. Chicago.

• • •

### *Cites Trend Toward 'Humanizing' of Banks*

To the Editor: Your ADVERTISING AGE feature about Valley National Bank's "gay, off-beat" advertising approach was read with interest here. Since we specialize in financial advertising exclusively, we're well acquainted with the fine job Mert Reade is doing, and know the gentleman himself. Your article wins our unanimous approval.

The "humanizing" of banks, with few exceptions, has been long overdue. There is a current trend, however, in this direction. As evidence, I'm enclosing a few proofs of ads we prepare for our 50-odd bank clients. Information about one of our most recent promotional ideas for banks is also included.

**Charles J. Collova,**
Copy Supervisor, Dean C. Wolf & Associates, Boston.

• • •

### *'Grim and to the Point'*

To the Editor: Here is a juxtaposition of ads which appeared in

the *Northern Virginia Sun*, Arlington.

Grim and to the point.

**Lawrence Brettner,**
Circulation Director, American Aviation Publications, Washington, D. C.

• • •

### *Smile—but Slow Down, Too*

To the Editor: For a summer of fun "Smileage" it pays to heed the old "Stop! Look! Listen!" warning when you approach an RR XX like the one shown below. The caption

**Tires never take a vacation** but you can! When your car's loaded and you're headed for fun, you need B.F.Goodrich Silvertowns. They're lab-tested, road-tested, time-tested. We do the worrying for you. So have fun, get more Smileage on four quality tires. Only $4 down at your B.F.Goodrich dealer's.

**B.F.Goodrich** *Smileage dealers*

calls this an "Unexpected bump! bump! bump! over a beat-up crossing." Well, the bumps are normal enough, but when they're called unexpected, and when the photo stresses the speed of the car, we can only assume the driver is an idiot. He might get an even more unexpected bump from the cowcatcher of some unexpected locomotive.

But in this case, I suppose, the cameraman was on hand with red flag at the ready. Anyhow, there are signs even more important than "The sign of the smiling tire."

**Jack Dobson,**
Centerport, N. Y.

• • •

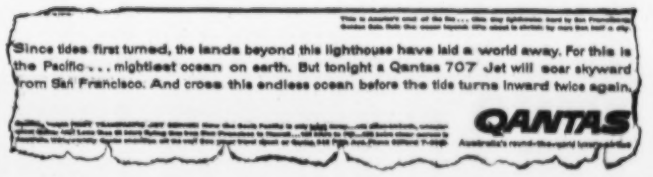
### *Spots Grammatical Goof*

To the Editor: I have just been shaken to the core. Stopped dead by this very interesting ad by Qantas, my purist sensibilities were jarred heavily by the first sentence. I always thought the inability to distinguish between the past tenses and past participles of the verbs *lie* and *lay* was a grammatical blind spot indigenous to the U. S.

But now I find an Australian advertiser with the same affliction!

**Scott S. Robinson,**
Vice-President, Feeley Advertising Agency, New York.

P.S. Aside from the aforementioned, I think it's a helluva good ad, worthy of comparison with some of Doyle Dane's efforts on behalf of El Al.


Since tides first turned, the lands beyond this lighthouse have laid a world away. For this is the Pacific . . . mightiest ocean on earth. But tonight a Qantas 707 Jet will soar skyward from San Francisco. And cross this endless ocean before the tide turns inward twice again.
QANTAS

**WHAT'S THE TREND IN TRENDS?**

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous ideas and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $4 for 12 issues, $7 for 24. New rates effective September 1, 1959.

*Subscribe*—**ART DIRECTION**

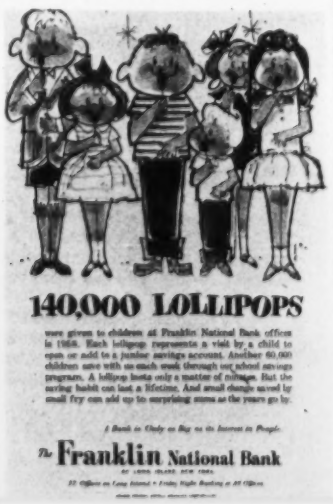
A10, 19 W. 44th St., New York 36, N. Y.

**Perfect performance is no accident**

—whether you're a champion diver, sub-par golfer, tops as an ad production man, or outstanding in your profession—photoengraving for instance. It takes application, concentration, love of your work and plenty of experience. "That's our reason," said one production man, "for continuously specifying ROGERS. The perfection of their photoengraving craftsmanship is dependable insurance that our ideas and the millions of 'exposures' we buy in the publications, will produce maximum positive 'impressions'."

**ROGERS**
**engraving company**
**2001 calumet avenue • chicago 16**

**master-craftsmen of photo-engraving**



*"Advertising should always write up to people."*

# Adman-Author Birmingham Finds Copy and Fiction Blend Successfully

## Divides Time Between Them; Says One Is Really 'Therapy for the Other'

NEW YORK, Aug. 18—Stephen Birmingham, copywriter at Doherty, Clifford, Steers & Shenfield, has an enviable work week: Three days at the office writing ads, four days at home writing novels and magazine articles.

He has an enviable output too: The *Ladies' Home Journal* campaign, the Man on the White Horse ads, and the Martell brandy series. Plus a raft of articles for *Holiday* and *Sports Illustrated*. Plus two novels—the highly praised "Young Mr. Keefe," published last year, and "Barbara Greer," published this month and heralded by the *New York Times* as "one of the best written and most psychologically perceptive novels" of the year (Little, Brown, $4.50).

■ The 30-year-old adman-author finds that advertising and fiction blend together very well. "Each is so completely different that one is really therapy for the other," he says, looking like a proper prototype for the earnest young business man, and the antithesis of the Bohemian young writer.

"In advertising, the research figures and product facts limit and determine what you say. Fiction is freer; the sky's the limit, as long as you have your characters do whatever is real and natural."

Copywriting is not only therapy for a fiction writer, he finds, but also a valuable teacher. "Advertising teaches you economy of style. You learn not to overwrite. You learn the value of the single right adjective versus the many."

In one way advertising and fiction are alike—or at least *should* be alike—in Mr. Birmingham's opinion. Both should give the reader the fullest credit for intelligence and comprehension.

■ "Advertising tends to underrate the general public," he believes. "People are always smarter than we give them credit for. Advertising is best when it writes up to people."

As an example, he cited his *Ladies' Home Journal* ads. "They're amusing and sophisticated, and therefore flattering to readers." Also the White Horse scotch ads —"the situation is humorous and sophisticated with that improbable picture of the man on the horse. And the result is fantastic readership. On Starch reports, these ads are always showing up among the most-read."

For his novels, Mr. Birmingham chooses to write about young adults and the contemporary scene. (He has no interest in the historical novel: "I was a terrible history student.") His most recent novel, "Barbara Greer," as its title indicates, has a woman as its main character, and this could well be another case of "never underestimating the power of the *Journal*."

■ "I never thought I'd ever write a book about a woman," the author concedes. "But ever since I started working on the *Journal* account in 1954, I've been doing constant research on women. I've tried to read everything ever written about them, and I've become sort of an expert on them." The book's heroine was a natural outgrowth of all this study, and Mr. Birmingham was understandably pleased when the *Times* review called Barbara Greer "one of the best drawn and most believable women in current fiction."

Before publication the book was sold to Columbia Pictures as a vehicle for Kim Novak. Four days after the book came out, it was going into its second edition. But despite such success, the author has no intentions of becoming a fulltime novelist.

■ "The great mistake that many novelists make is to quit work and retire to their little cottages to write, thus getting out of the main stream of things away from the vernacular of life. I think every writer should have a job, at least until he gets to be a Hemingway or a Faulkner."

Mr. Birmingham usually writes for about six weeks on his novel-in-progress, then stops and does a magazine article as a change of pace. The novel sometimes spawns the article; while writing some cocktail party episodes for "Barbara Greer," for example, he did an article on America's cocktail mores for *Holiday*.

Other *Holiday* articles have surveyed college fraternities, Christmas cards, the "coming-out" ritual for debutantes, Madison Avenue, and American Society. "They're beginning to call me the poor man's Cleveland Amory." Just recently, *Sports Illustrated* published his article on Charles Atlas ("When I was 13, I took his course").

Mr. Birmingham has wanted to be a writer ever since he was 12. "The shameful secret of my youth was that I wrote poetry. I'd write long, beautiful epic poems, but no one knew about it until one day at Hotchkiss when a teacher discovered a poem in my typewriter." The teacher entered the poem in a school contest, and it won first prize.

*"For my novels, I always write the ending first."*

After Hotchkiss he entered Williams as an English major. After spending a year in England as an exchange student at University College, Oxford, he graduated from Williams in 1950. He was then hired by Bernice Fitz-Gibbon as one of the Phi Beta Kappas in Gimbel's ad department. Six months afterwards, however, he was in the Army.

■ After two years of public information work in the army ("I think I'm the only soldier who never went through basic training") he was back at Gimbel's. This time he stayed a year before joining Doherty, Clifford in 1954. At the agency, women and whisky have been his forte; his accounts have been the *Journal*, White Horse scotch, Martell brandy and Paul Jones whisky.

In 1951 Mr. Birmingham was married to Nan Tillson, an actress who was in summer stock in the East, in tv on the West Coast, and in the Straw Hat repertory group in San Francisco. They have three children: Mark, 7; Harriet, 5; Carey, 3.

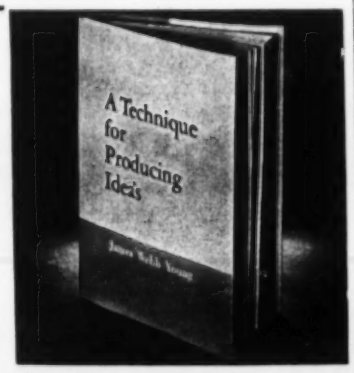
And when you ask Mr. Birmingham how he ever manages to get so much writing done, he replies quite seriously:

"I have a very efficient wife. She gets breakfast over with and the kids out of the way, so there's nothing for me to do but start writing." #

*"They call me the poor man's Cleveland Amory."*

A Technique for Producing

IDEAS




Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

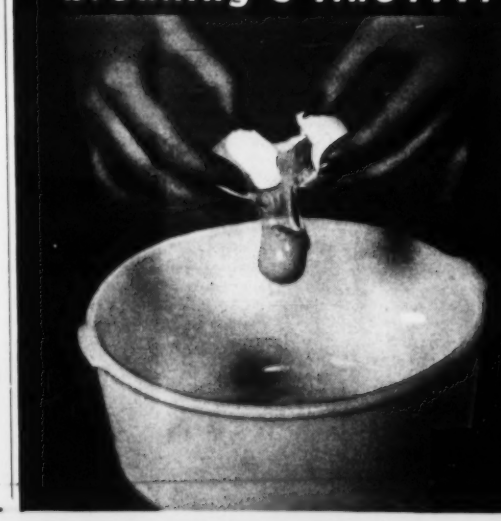
In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

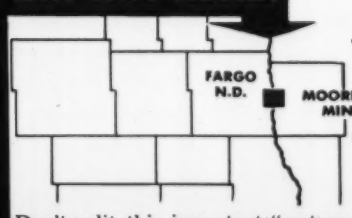
ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

breaking's fine..... BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!




(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

## In '58 Personal Income Rose 2%, to $356 Billion

*Source: U. S. Department of Commerce*

| | Total Personal Income (000,000) 1957 | 1958 | % change | Per Capita Personal Income 1957 | 1958 | % change | % of '58 National Average |
|---|---|---|---|---|---|---|---|
| Continental U. S. .. | $347,911 | $356,328 | 2 | $2,043 | $2,057 | 1 | 100 |
| New England .... | 22,769 | 23,257 | 2 | 2,315 | 2,335 | 1 | 114 |
| Me. ..... | 1,573 | 1,622 | 3 | 1,675 | 1,704 | 2 | 83 |
| N. H. ..... | 1,066 | 1,101 | 3 | 1,860 | 1,885 | 1 | 92 |
| Vt. ..... | 634 | 649 | 2 | 1,714 | 1,745 | 2 | 85 |
| Mass. ..... | 11,322 | 11,641 | 3 | 2,346 | 2,394 | 2 | 116 |
| R. I. ..... | 1,696 | 1,720 | 1 | 1,979 | 1,966 | —1 | 96 |
| Conn. ..... | 6,478 | 6,524 | 1 | 2,855 | 2,817 | —1 | 137 |
| Mideast ..... | 88,497 | 90,052 | 2 | 2,397 | 2,413 | 1 | 117 |
| N. Y. ..... | 41,078 | 41,954 | 2 | 2,544 | 2,585 | 2 | 126 |
| N. J. ..... | 14,220 | 14,494 | 2 | 2,532 | 2,521 | 0 | 123 |
| Pa. ..... | 23,580 | 23,617 | 0 | 2,141 | 2,127 | —1 | 103 |
| Del. ..... | 1,216 | 1,253 | 3 | 2,802 | 2,760 | —1 | 134 |
| Md. ..... | 6,323 | 6,566 | 4 | 2,184 | 2,221 | 2 | 108 |
| D. C. ..... | 2,080 | 2,173 | 4 | 2,537 | 2,634 | 4 | 128 |
| Great Lakes ..... | 78,283 | 77,734 | —1 | 2,238 | 2,182 | —3 | 106 |
| Mich. ..... | 16,893 | 16,507 | —2 | 2,192 | 2,099 | —4 | 102 |
| O. ..... | 20,819 | 20,409 | —2 | 2,261 | 2,184 | —3 | 106 |
| Ind. ..... | 9,231 | 9,118 | —1 | 2,048 | 1,990 | —3 | 97 |
| Ill. ..... | 23,856 | 24,076 | 1 | 2,460 | 2,435 | 1 | 118 |
| Wis. ..... | 7,484 | 7,624 | 2 | 1,938 | 1,936 | 0 | 94 |
| Plains ..... | 28,154 | 29,671 | 5 | 1,851 | 1,928 | 4 | 94 |
| Minn. ..... | 6,158 | 6,468 | 5 | 1,856 | 1,916 | 3 | 93 |
| Ia. ..... | 5,116 | 5,258 | 3 | 1,838 | 1,863 | 1 | 91 |
| Mo. ..... | 8,364 | 8,702 | 4 | 1,974 | 2,037 | 3 | 99 |
| N. D. ..... | 940 | 1,103 | 17 | 1,457 | 1,697 | 16 | 82 |
| S. D. ..... | 1,098 | 1,147 | 4 | 1,584 | 1,641 | 4 | 80 |
| Neb. ..... | 2,635 | 2,759 | 5 | 1,834 | 1,894 | 3 | 92 |
| Kan. ..... | 3,843 | 4,234 | 10 | 1,830 | 2,001 | 9 | 97 |
| Southeast ..... | 53,632 | 55,826 | 4 | 1,439 | 1,471 | 2 | 72 |
| Va. ..... | 6,342 | 6,586 | 4 | 1,657 | 1,674 | 1 | 81 |
| W. Va. ..... | 3,091 | 2,972 | —4 | 1,575 | 1,509 | —4 | 73 |
| Ky. ..... | 4,177 | 4,303 | 3 | 1,373 | 1,397 | 2 | 68 |
| Tenn. ..... | 4,841 | 4,992 | 3 | 1,406 | 1,439 | 2 | 70 |
| N. C. ..... | 5,954 | 6,297 | 6 | 1,331 | 1,384 | 4 | 67 |
| S. C. ..... | 2,813 | 2,929 | 4 | 1,188 | 1,218 | 3 | 59 |
| Ga. ..... | 5,441 | 5,678 | 4 | 1,443 | 1,487 | 3 | 72 |
| Fla. ..... | 7,733 | 8,334 | 8 | 1,837 | 1,876 | 2 | 91 |
| Ala. ..... | 4,201 | 4,364 | 4 | 1,329 | 1,359 | 2 | 66 |
| Miss. ..... | 2,121 | 2,302 | 9 | 979 | 1,053 | 8 | 51 |
| La. ..... | 4,854 | 4,901 | 1 | 1,583 | 1,576 | 0 | 77 |
| Ark. ..... | 2,064 | 2,168 | 5 | 1,160 | 1,228 | 6 | 60 |
| Southwest ..... | 23,587 | 24,733 | 5 | 1,770 | 1,813 | 2 | 88 |
| Okla. ..... | 3,734 | 3,975 | 6 | 1,654 | 1,740 | 5 | 85 |
| Tex. ..... | 16,436 | 17,007 | 3 | 1,791 | 1,814 | 1 | 88 |
| N. M. ..... | 1,398 | 1,548 | 11 | 1,726 | 1,838 | 7 | 89 |
| Ariz. ..... | 2,019 | 2,203 | 9 | 1,873 | 1,932 | 3 | 94 |
| Rocky Mountain .. | 7,807 | 8,134 | 4 | 1,888 | 1,916 | 1 | 93 |
| Mont. ..... | 1,274 | 1,321 | 4 | 1,899 | 1,920 | 1 | 93 |
| Ida. ..... | 1,068 | 1,126 | 5 | 1,656 | 1,701 | 3 | 83 |
| Wyo. ..... | 646 | 668 | 3 | 2,038 | 2,088 | 2 | 102 |
| Colo. ..... | 3,357 | 3,503 | 4 | 2,019 | 2,047 | 1 | 100 |
| Utah ..... | 1,462 | 1,516 | 4 | 1,740 | 1,753 | 1 | 85 |
| Far West ..... | 45,182 | 46,916 | 4 | 2,428 | 2,450 | 1 | 119 |
| Wash. ..... | 5,815 | 5,982 | 3 | 2,134 | 2,160 | 1 | 105 |
| Ore. ..... | 3,430 | 3,556 | 4 | 1,968 | 2,006 | 2 | 98 |
| Nev. ..... | 647 | 686 | 6 | 2,469 | 2,569 | 4 | 125 |
| Cal. ..... | 35,290 | 36,692 | 4 | 2,543 | 2,559 | 1 | 124 |
| Hawaii ..... | 1,098 | 1,154 | 5 | 1,821 | 1,852 | 2 | 96 |

## 'The Server' Sold to Blackburn Company

NEW YORK, Aug. 20—Blackburn Publications Inc., headed by James E. Blackburn, former vp and director of McGraw-Hill Publishing Co., has purchased *The Server*, 104 E. 40th, New York 16, national beverage business paper, from George W. Blakeley, founder of the 25-year-old publication. Mr. Blakeley will continue his association with the paper as associate publisher and a director.

Mr. Blackburn has been serving as a publication consultant and business paper broker since his retirement in December, 1956, after 32 years at McGraw-Hill (AA, Dec. 24, '56). He is also president of Business Paper Circulation Co. (AA, Aug. 18, '58). He joined *The Server* on March 1, and became assistant publisher with the May 11 issue. The publication is published every other week and reportedly has a circulation of 74,000 in the alcoholic beverage industry.

■ Associated with Mr. Blackburn, in addition to Mr. Blakeley, as officers and directors of Blackburn Publications, are:

Walter P. Lantz, secretary of the new organization, who is also advertising director of Shulton Inc., New York toiletries manufacturer, and president of the Audit Bureau of Circulations.

George E. Lockwood, president of Lockwood Trade Journal Co., New York, publisher of *Paper Trade Journal*, *Tobacco* and *Lockwood's Directory of the Paper & Allied Trades*, who will be a director of the new organization.

■ Arthur Gardiner Gibbs, director of circulation of Standard Rate & Data Service, and its new publication, *Media/scope*, who will also be a director. He was formerly manager of mail circulation on all McGraw-Hill publications under Mr. Blackburn.

William J. Papp, formerly managing editor of *The Server*, who has been named editor and a director of the company. He was formerly public relations director of the National Liquor Stores Assn. #

### *O'Brien Adds PR Duties*

Frank E. O'Brien, advertising manager of Pacific Semiconductors Inc., Compton, Cal., subsidiary of Thompson Ramo Wooldridge Inc., has been appointed to the new position of director of public relations. He will continue as PSI advertising manager.

### *'New York News' Switches*

*New York Daily News* has moved its circulation promotion advertising account from Cunningham & Walsh to J. M. Hickerson Inc.

# *RCA Gives $12,000,000 Account Back to JWT*

(*Continued from Page* 1)

Sylvania's growth," and Ralston H. Coffin, RCA's advertising vp, lauded K&E's "creative excellence on the account"—observers were citing these factors to explain the switches:

1. A new management team at RCA and a reorganization of the company.

2. Declining sales of RCA consumer products.

3. Sylvania's failure to develop a strong consumer franchise in electronics products.

■ It is no secret that both companies have been experiencing tough sledding in the fast-changing electronics industry.

Both are very heavy in defense business, sales of these products accounting for 25.9% of RCA's volume and 23% of Sylvania's.

RCA underwent major surgery two years ago after an intensive appraisal of the corporation by Booz, Allen & Hamilton, management consultant. It ended with John L. Burns, a senior partner of Booz, Allen, coming over to become president of RCA.

Booz, Allen has also done work for J. Walter Thompson, but the management consultant company denied today that it had any hand in the selection of RCA's new agency. "We don't perform this type of service," the company said.

■ Under the Burns administration, RCA has moved steadily in the direction of non-consumer business. Its defense orders are at an all-time high and during 1958 the company formed 15 new units to operate in such areas as missiles and satellites, automation, electronic data processing and atomic energy.

Meanwhile, its consumer products departments have been reorganized. With the exception of phonograph records, handled by Grey Advertising, RCA consumer products have not made notable gains in share of market.

RCA was the leading seller of television sets for 10 years. It barely maintained this lead during 1958 and Zenith Radio Corp. now claims it has moved ahead of RCA. In color television, where RCA has an investment of $130,000,000, the failure has been widely publicized. No other tv receiver manufacturer has so far joined RCA in its fruitless effort to move color sets in large quantities.

■ According to some reports, Kenyon & Eckhardt never achieved a close working relationship with Mr. Burns. The relationship was strained further last year when K&E moved G. T. C. Fry, the RCA account supervisor, to Detroit.

As RCA has moved increasingly into non-consumer lines, its advertising expenditures have been cut back. The company reported a record $35,173,000 for 1956. This dropped to $32,807,000 in 1957 and to $30,605,000 last year. Last year —one of the worst in RCA's history —earnings after taxes were about equal to the advertising expenditures.

Ralston Coffin, RCA's ad boss, said today, in announcing JWT's appointment, that the corporation will spend an estimated $23,000,000 on domestic advertising in 1959. This figure, however, does not include co-op expenditures, which are currently running about $9,000,000.

■ As the owner of an important national advertising medium, National Broadcasting Co., whose advertising is handled by Grey, RCA has always been a heavy spender in broadcast media. It reported an expenditure of $7,712,000 in network television for 1958. Every cent was, of course, spent with NBC.

RCA has always been ready to act in what some people call "firemen duty" for shows NBC has been unable to sell to other sponsors. Last season, for example, RCA once bought half of the Sunday afternoon show, "Kaleidoscope," which was sustaining most of the year. It took six hours of Steve Allen between March and June when this program ran into severe sponsor difficulties, and it also bought pieces of "Cimarron City" and "Northwest Passage," both of which ran sustaining for a good period of the time.

For the 1959-60 season, NBC has had trouble lining up sponsors for Steve Allen's old time spot, to be partly filled by an ambitious live dramatic series called "Sunday Showcase." RCA has bought six half hours of this hard-to-sell spot. Also, David Susskind is putting together an expensive taped version of "Moon and Sixpence," in which Sir Laurence Olivier will make his American tv debut. The show was made last December and has been sitting on the shelf with no takers. It gets off the shelf this year in a series of specials. How? RCA is buying half of it.

■ RCA has one other principal agency, Al Paul Lefton Co., which handles the corporation's defense and industrial products.

In announcing JWT's appointment today, Mr. Coffin made a point of referring to the agency's overseas facilities, which he called "outstanding." RCA does have an active international division and this was probably another factor —although not the determining one—in the switch.

Thompson worked for RCA for 11 years—at home and abroad—before losing the account at the end of 1953. Prior to JWT, the account was handled by the old Lord & Thomas agency. It left L&T as a result of a disagreement between David Sarnoff, RCA chairman, and the late Albert Lasker.

■ Sylvania Products, a $10,000,000 advertiser during 1957 and 1958, is the nation's largest manufacturer of photoflash bulbs, ranks second to RCA in the production of television tubes and is also one of the leading sellers of fluorescent and incandescent lamps.

Since coming to JWT, the company has increased its sales from $281,642,000 in 1954 to $333,255,000 last year, but this gain has not been reflected in earnings. Sylvania earned $9,481,000 in 1954, its first year with Thompson. Last year earnings totaled $8,373,370. This is what the company was netting back in 1950, when sales were only $162,515,000.

■ When the account came to Thompson five years ago there were those in the agency who felt that Sylvania might become a more important factor in the electronics industry. This has not happened.

The company, like RCA, has tried to become strongly identified with television. It has sponsored the Sylvania television awards for eight years. It has in the past been a sponsor of a major network tv show. During '56, '57 and '58 the company's leading medium was network tv.

Sylvania sponsored "Beat the Clock" on CBS for six years before switching to ABC in 1957 with full sponsorship of "The Real McCoys." This year Sylvania dropped completely out of network tv.

■ The company also made news earlier this year by announcing that it was dropping its entire co-op advertising program because of high administrative costs and dissatisfaction with the quality of advertising done by distributors and retailers (AA, June 15).

As a result of these cutbacks the Sylvania advertising account has been sharply reduced in size this year. A check of media measuring services shows that Sylvania's total expenditure in newspapers, magazines and television fell below $1,000,000 during the first six months of 1959.

■ The General Telephone account came to Kudner in 1957. It had been with H. B. Humphrey, Alley & Richards previously. General Telephone and Sylvania were merged in March of this year and it is possible that JWT's number was up, regardless of the RCA situation. The Kudner account executive on Gen Tel is Charles A. Holcomb, who also handled this business when he was president of H. B. Humphrey. Mr. Holcomb is held in high esteem by Donald C. Power, president of General Telephone, and according to many reports it was only a matter of time before Sylvania would have been moved over to Kudner with the parent company. #

YOUTHPOWER—*The National Food Conference is urging food advertisers to use this emblem as a symbol of the industry's support of the 1959-60 teen-age nutrition education program.*

### *BBDO Names Karl Sutphin Media Director in Chicago*

Karl Sutphin has been appointed media director of Batten, Barton, Durstine & Osborn, Chicago. Mr. Sutphin, who joined BBDO in 1951 as an account executive, formerly was sales promotion manager of American Broadcasting Co., central division.

Karl Sutphin

Mr. Sutphin succeeds James B. Nance as media director. Mr. Nance has been transferred to BBDO's New York office.

### *Security Bank Names D&C*

Security First National Bank, Los Angeles, has named Donahue & Coe, Los Angeles, to handle its advertising, succeeding Foote, Cone & Belding. Security, which has 228 branches from Fresno in the north to San Diego and El Centro on the Mexican border, recently expanded its retail banking with the introduction of a custom credit plan, a revolving line of credit for individuals similar to that offered to industry.

### *Daily Adds 'Perspectives'*

*La Voix de l'Est*, French-language daily in Granby, Quebec, will publish *Perspectives* starting with its Sept. 12 issue, bringing to 34 the number of newspapers publishing the French edition of *Weekend Magazine*.

# The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

**AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344**

## HELP WANTED

**PROMOTION AND SALES MANAGER** for small, active, institutional book publisher in Chicago. Excellent opportunity for person interested in building a career, developing a vital promotion program, and maintaining efficient billing and shipping operations. Top working conditions, benefits, and vacation. Beginning salary dependent upon qualifications and demonstrated ability. Must have direct mail and space advertising experience, be able to write good factual copy, plan complete program, run a 7-person department. Write with resume to

Box 2799, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**MEDIA**
Chicago agency with heavy TV activity needs experienced male buyer. Knowledge of other media helpful but not necessary. Our employees know of this ad. Send complete resume.

Box 2777, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ENGINEERING EDITOR**
WANTED—Assistant technical editor for leading metalworking magazine. Strong background of engineering experience in metalworking plants required, plus proved ability to write and edit magazine articles. Travel required. Send resume to **THE TOOL ENGINEER, 10700 Puritan Avenue, Detroit 38, Michigan.**

**MOLENE PERSONNEL SERVICE**
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
**ANdover 3-4424, 105 W. Adams St., Chgo 3**

**PACKAGE DESIGNER** for leading midwest Industrial Design office. Must have outstanding qualifications in package graphics and corporate identity design. Position offers opportunity in project design supervision and top management level client contact.

Box 2825, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ADV. MGR.** and space selling for small technical book—must know makeup and production. Some Chemical or Chem. Eng. background very helpful. Excellent opportunity for energetic young man. Chicago location.

Box 2828, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**UNUSUAL OPPORTUNITY**
**For Young Advertising or Marketing Man**
Forward-looking Chicago company in agricultural field needs qualified man to follow through on advertising and sales-promotional literature, and to handle all details connected with its Advertising Department. Must have copy experience or writing ability.
Good chance for quick advancement in growing organization. Send resume to

Box 2824, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**SALES REPRESENTATIVES WANTED**
Nationally known manufacturer of Point-of-Purchase Dealer Displays featuring fluorescent outdoor and indoor SIGNS and advertising CLOCKS is seeking additional representatives. Our quality products are priced to sell. Protected territory. Full factory cooperation. Samples free. Fast estimates. Commission paid promptly. Write, tell us about yourself, territory covered, other lines carried. Our plant and general offices are in Cincinnati, Ohio. Replies held in strict confidence.

Box 2827, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**SALES PROMOTION ASSISTANT**
If you enjoy handling sales ideas and can do a good reporting job to a sales force, this may be the opportunity you've been looking for. We need a man who can write clear, lucid copy, and recognize a good sales promotion idea when he sees it. Definitely a growth situation. Advertising specialty experience helpful, but not absolutely necessary. Midwestern location. Write in complete confidence; enclose a picture. Mention age and salary—both are open. **Write L. S. Palma, U. O. Colson Co., Paris, Illinois.**

**COPYWRITER:** Adv. & Publicity Opportunity in move theatre field for experienced ad man, one who can write, create, sell. Four figure salary. Send resume.

Box 2846, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ASST. ADVERTISING MANAGER FOR SUBURBAN CHICAGO BANK—**
We want an imaginative girl with advertising production and traffic experience. Copy ability helpful but not imperative. Excellent starting salary. Fine opportunity. Pleasant working condition in northwest suburb. Write

Box 2852, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ACCOUNT EXECUTIVE**
Alert Northern Calif. agency with strong growth potential in growing market has immediate opening for ambitious, steady account executive with all-media creative ability, experience in selling, servicing diversified accounts. Top profit-sharing oppty. for right man. Research know-how a plus. Send resume, photo, minimum starting salary. Replies held in confidence.

Box 27 R 430, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

**ASSISTANT ADVERTISING MANAGER:** Chicago manufacturer with small, active advertising department is seeking an energetic, creative woman with copy-writing skill and some production knowledge. Highly diversified work, interesting product, excellent opportunity. Profit sharing, other company benefits. Send complete resume to

Box 2853, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**EXECUTIVE & CLERICAL**
**EXPERIENCED & TRAINEE**
**Publishers Employment**
**469 E. Ohio St., Chicago, SU 7-2255**

**Woman Production Assistant**—Excellent opportunity for growth in aggressive medium sized ad agency. Write, giving previous experience, age. Salary open.

Box 2829, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**Production-layout man** for art department of large Chicago manufacturer. Excellent opportunity for one who is familiar with graphic arts procedure, and having some art ability. Please, send brief resume to

Box 2830, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**AD AGENCY SEEKS COPYWRITER**—a capable producer of high-caliber advertising for widely varied accounts. To the right person, we offer a real opportunity to advance rapidly from a starting salary of no less than $7,500 in an agency with an outstanding history of growth . . . in a community where better living is more than just a promise and costs a lot less. Send complete resume in confidence.

Box 2831, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**MARKET RESEARCH ASSISTANT**
Young woman to do market research work in advertising promotion dept. of national publication located in Chicago. Good starting salary. Previous experience necessary. Pleasant surroundings.

Box 2833, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**CREATIVE "DOER"**
Near top spot with growth-conscious southern Cosmetic Manufacturer for a really versatile adman or girl. Criterion: thinks well to write well—to sell. Needs creativity with practicality, copy, layout, art and production-wise, plus a good head for routine department management. Salary less-than-5-figures to start. A really solid growth opportunity with security. Write in complete confidence to

Box 2834, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**Advertising service** office needs young man 19-22 light office and part outside duties. Opportunity to learn advertising mechanics.

Box 2845, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**Southwestern AAAA Agency needs additional artist.** Congenial atmosphere, interesting accounts, good working conditions. We need a man who can do good layouts for newspapers, magazines, outdoor, together with some finish. Knowledge of TV desirable but not essential. Write giving salary expected, description of yourself and your experience; a few preliminary samples would be welcome.
**We also need media man or woman** who understands rates and can make up schedules rapidly and accurately. Ability to help in media analysis and decisions would be desirable. Write giving experience and salary expected.

Box 2826, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

**COPY MAN**
8-year, hard-working background includes creative executive experience. Copy for all media, strong TV. Most accounts, including farm. Good contact man, gets confidence, delivers under pressure. 31, family. Prefer going, growing agency in medium market. Write

Box 2814, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**Adv. Services or Products Wanted by Mid-west representative**—now serving Nat'l accounts creatively.

Box 2848, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ASPIRING YOUNG ADVERTISING SPACE SALESMAN**
with 6 yrs. exp. (NYC 4A adv. agncy., nat'l gen. mag., top New England semi wkly newsp. & trade mag.) seeks position, advancement and management possibilities with ABC daily newsp. anywhere. For references, resume, write

Box 2835, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**COPYWRITER**—6 years retail experience with leading department store chain and prestige Chicago store. Superior hard sell writer. Strong in layouts, campaigns. Will change from present supervisory position to writer with 4-A ad agency . . . Chgo. or N. Y.

Box 2840, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ACE Ad Salesman** can now take on one non-competing ad assignment, part time only, in 4 State area: Illinois, Wisconsin, Missouri, & Kansas. Not a Rep. Commission.
**Box 675, Advertising Age**
**200 E. Illinois St., Chicago 11, Ill.**

**INSTITUTIONAL SPACE SALESMAN**
We need a man experienced in selling institutional advertising. If you are a specialist in this field, or have good contacts among industrial advertisers and corporations engaged partially or wholly in defense or other Government contracting, we would like to talk to you. Exceptional income opportunity with expanding specialized publication. Write to Box 667, Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

**NEW ENGLAND OPPORTUNITIES**
**PRODUCT PLANNING MGR.**
Exp. in Tech. Mktg. & Mkt. Rsch, Electronics pref. ..... 10-15M
**DIVISION PR. MGR.**
Product Publicity, Comn. relations, etc. ..... 12-18M
**ART—PROD. MGR.** Small city agcy. 6-7M
**COPY.** Retail exp. West. Mass... 5-6M
*All inquiries received in strict confidence*
**SOS PERSONNEL BUREAU**
127 Tremont St. Boston 8. Mass.

## POSITIONS WANTED

**DIRECT MAIL "PRO"-N.Y. AREA**
Mature writer of sales copy that pays the freight. Knows lists and production. Free lance or full time. Reasonable

Box 2839, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**HATE TO BRAG, BUT—**
I've got what it takes to SELL SPACE

Box 2837, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**LAYOUT/ART DIRECTOR**
Young, with 7 yrs. company and agency experience. Collateral, trade, consumer media. Will relocate if price is right.

Box 2838, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**NO FANTASTIC CLAIMS . . .**
Just a hard working advertising salesman (34) desiring to locate in Florida agency, industrial or retail advertising department. Experience includes 1 year weekly and 9 years daily newspaper copy-contact, brochures and annuals; advanced amateur photographer. Excellent references. Write:

Box 2841, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**YOUR SALES HOUSE ORGAN**
revitalized, edited by top-flight sales, advertising, training executive. Take all details off your hands—copy, layout, art & printing. Distinguished copy, strong format, economical production.

Box 2842, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**GIRL FRIDAY**
10 years Agency Experience, Media, Secretarial, Production, Office Manager, Accounting, etc. Single.

Box 2843, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**CREATIVE ADMAN AVAILABLE**
13 years of sales promotion experience as adv. mgr. and AE in heavy equipment and related fields. Self starter with proven record. Age 37, family. Top references. Salary bracket—$15,000.

Box 2844, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**COPYTAMER**
Wild ideas captured and tamed. Perform best before industrial audience. 9-yr. safari includes agency, mail order, small & large co. Present cage too small. Hunting bigger game with industrial firm or agency. Hurry! Hurry!

Box 2847, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ADVERTISING & SALES PROM. WORKER**
And that means hard worker! 6-year background of selling radio time and newspaper advtg.; sales prom & mdsg. for paint mfr.; advtg. & sales prom. mgr. for farm equipment mfr. Now employed but seek greater challenge. Age 31, family. College grad. Will relocate. Resume on request.

Box 2849, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

**DO YOU WANT A P.R. REP** with Imagination, initiative? One who can speak and write? I'm stymied in job that includes broad PR program for state-wide assn. Tell me what you have; I'll tell you about me. Write

Box 2836, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## REPRESENTATIVES WANTED

**CHICAGO REPRESENTATIVE WANTED**
Older man to sell services for a reputable fast-growing national service organization publishing an illustrated newsletter used in quantities by larger companies to help prepare older employees for a better adjustment to retirement. Now serving nearly 200 leading companies. Wish to concentrate on developing business with large national companies located in metropolitan Chicago. Right man can build sound and profitable business as over 90 per cent of our users renew each year. Must have good health, proven sales ability and be willing to work 3 or 4 days a week. Liberal commissions on both new business and renewals. No objection to sideline. Retirees eligible. Write fully sending recent snapshot,

Box 2850, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

**V-IMP GUARANTEED**
Package-designer seeks Illinois Rep or new accounts who must have v-imp (visual impact) in their packaging!
**Advertising Artists**
**Box 1781, Roanoke, Va.**

## REPRESENTATIVES AVAILABLE

**Need New York - New England Coverage?** Newly formed magazine rep group is seeking another magazine. Highly experienced in both consumer & industrial media. Write

Box 2851, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

## MISCELLANEOUS

**"AMERICAN ADVERTISING 1800-1900"**
A "should have" for all in our business; wit and wisdom for others. ADVERTISING REQUIREMENTS spoke well of it. Hard cover; profusely illustrated. $2.00 pp.
**George O'Donnell Agency**
**Beacon, New York**

**ADVERTISING SPACE SALESMAN**
**NEW YORK — PHILADELPHIA**
Excellent opportunity for an aggressive, analytical space salesman on one of the country's leading industrial magazines. Should be in his mid-thirties, familiar with current marketing practices and be capable of stepping into the shoes of a top salesman who is being promoted.
BOX 659, ADVERTISING AGE, 630 Third Avenue, New York 17, N. Y.

**Available September First**
**SALES PROMOTION DIRECTOR**

Young (32) sales promotion manager with broad experience in advertising, sales promotion and sales management, seeks an exciting new challenge with a progressive firm.

He has had the complete responsibility for creating and directing an aggressive sales promotion and training department for one of the nation's fastest growing corporations. His efforts resulted in over two million dollars of plus-sales in an eighteen month period.

This single, adaptable, highly imaginative executive is accustomed to heavy travel and considers location secondary to opportunity. Presently located in New England.

Write today! Box 668, Advertising Age, 630 Third Avenue, New York 17, New York.

**HOW WOULD YOU LIKE TO BE ASSOCIATED WITH THIS PROGRESSIVE COMPANY?**

DOW

The Dow Chemical Company is again expanding its advertising department. Currently, six men are required to keep pace with the continuing program of product development.

The men chosen will have the opportunity to work on consumer product projects as well as on established chemical and plastics advertising and promotional projects.

These are the requirements we have set: 35 years of age or younger. College graduates preferred. Should have 3-4 years experience in the advertising department of a nationally known company, preferably in the chemical field or allied industries.

In return for your efforts, we offer salary commensurate with experience. Paid vacations. Group insurance. Retirement plan.

If chosen, you'll live in Midland, Michigan, heart of the Water Wonderland, where living is pleasant and relaxed. More than three score lakes are within easy driving distance.

If you feel you meet the above qualifications, and would like to be associated with a leader in its field, contact:

**Mr. Walter Boone**
**Advertising Department**

**THE DOW CHEMICAL COMPANY**
**Midland, Michigan**

# ADVERTISING AGENCY
## Increasing Staff

Here is an unusual opportunity to join a well established agency with a long list of accomplishments in the food field.

If you are qualified to maintain a high batting average we have several positions open on a team that is going places.

- **ACCOUNT EXECUTIVES**
- **MEDIA DIRECTOR**
- **COPY CHIEF**
- **MEDIA BUYER**
- **COPY ASSISTANT**
- **MARKET-RESEARCH**

**WE NEED MORE HELP . . . NOT JUST MORE PEOPLE**

If you are confident that your experience, reliability and past performance would be of interest to us, send complete résumé including salary requirements for our confidential review.

**Box 676, ADVERTISING AGE**
**200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS**

## BILL RAMBEAU REPORTS

Having sold my interest in Rambeau, Vance, Hopple, Inc. and resigned as President of that company, I tried retiring but learned I could not take that for more than a month. So, I have opened an office in Manhattan to serve as headquarters for a temporary consulting service for a couple of old friends in the broadcasting field. That will do for interim employment but I am a salesman and frankly, I am looking for something to sell. Must be interesting, honest and have a profit angle. If you have a sales problem maybe I can be of service to you.

**WILLIAM G. RAMBEAU**

**10 EAST 43RD ST., NEW YORK 17, N. Y., TELEPHONE OXford 7-8896**

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**COPYWRITER**, food, other pkg. goods, with pride and hard-to-please-pencil. $18-21M
**MKTG.-TYPE ADV. & SLS. PROM. MGR.**, foods. $18-20M
**MKTG.-ADV. EXEC.**, foods Pacific Coast. to $18M
**BROADCAST PRODUCER**. Film, live. Exper. national brands. Can be young, but not average. $15-17M
**LAST CALL: AE**, bank, other financial exper. Calif. to $15M

**GLADER CORPORATION**

Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

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**EXECUTIVE SECRETARY**

4A agency needs highly skilled, personable, well educated secretary. Assignment is challenging, demanding and versatile.

Tact and mature judgment are requirements.

You will have to work hard, and you will be well paid.

Please send complete résumé to Box 674, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

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**OPPORTUNITY IN THE PACIFIC NORTHWEST FOR A COPY SUPERVISOR**

We're looking for a man who has worked for highly creative agencies and who now feels like exchanging metropolitan glitter for the relaxing outdoor charm of the West. In Portland he will be an hour from skiing, be able to fish between leaving the office and dinner, live well at a reasonable cost.

Among other assignments, he will work on Men's Apparel advertising and promotion, so experience in this field could be useful. Especially attractive to us would be an understanding of how to create national magazine campaigns that can be effectively translated at the retail level.

A brief résumé should be sent immediately to Mike Sloan, care of our New York office. We hope to interview a short list of candidates in New York on August 27 and 28, and in Chicago on August 31. All applications will be treated confidentially.

**Botsford, Constantine & Gardner Inc.**
**24 East 38th Street, N. Y. 16**

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## INDUSTRIAL PUBLIC RELATIONS COUNSEL

Leading midwest 4A advertising agency has immediate opening for counsel in large public relations division for young man with engineering background, preferably electrical. Trade magazine editor or industrial public relations experience essential. Must be capable of formulating and implementing programs for clients, an accomplished writer and know his way particularly around the trade book and newspaper field. Starting salary commensurate with ability. Send complete résumé and photograph to Box 671, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

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**ADVERTISING SPACE SALESMAN NEW YORK - PHILADELPHIA**

If you are:
An agency account executive.
An industrial advertising manager.
An industrial products salesman.
A space salesman who wants to make a change.

drop me a note about an opening in the New York-Philadelphia area on a leading industrial magazine.

You should be somewhere between 30 and 40—Ambitious, analytical and really want to sell advertising. Technical background can be helpful but not mandatory. Box 658, Advertising Age, 630 Third Avenue, New York 17, New York.

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**PUBLIC RELATIONS DIRECTOR**

To head PR department of national firm in Milwaukee, Wis. Must be creative with ability to handle full range of firm's PR activities. Send latest photo and résumé stating experience and salary required to:

**MR. D. L. FLEUTER**
**MANPOWER, INC.**
**820 N. PLANKINTON AVE.**
**MILWAUKEE 3, WIS.**

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## N. Y. REP

with outstanding savvy will act as the right arm for stations and clients and will publicize and **SELL** services or products to radio, TV stations and Adv. agencies.

**WE SUPERVISE**

all radio, TV commercials and program production. In short, we are your N.Y. headquarters.

Box 655, Advertising Age
630 Third Ave., New York 17, N.Y.

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## LOOKING? . . . . . THINKING?

**Outstanding positions now available**

**($5,500 to $62,000 — Maine to California)**

- Sr. and Jr. Account Executives
- Marketing & Merchandising
- Research
- Copy Writing
- Advertising Managers
- Marketing Executives
- Sales Promotion Managers
- Department Assistants
- Public Relations

*Send Your Résumé for Confidential Handling*

**DRAKE PERSONNEL, INC.**

29 East Madison Bldg. • Chicago 2, Ill. • FInancial 6-8700

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**AAAA AGENCY ART DIRECTOR**

wanted—must be experienced advertising man and creative layout artist. Salary, profit-sharing.
Call collect: Paul Staedtler,
ARTHUR TOWELL, INC.
Madison, Wis., ALpine 6-2668.

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**Editors**
**Reporters**
**Photographers**
**Advertising Salesmen**
**Artists**

**NOW AVAILABLE**

Experienced newpapermen released as a result of the merger of The San Francisco News and The Call-Bulletin are now available for immediate employment.

Write, Wire or Phone
**THE NEWS-CALL BULLETIN**
**Placement Bureau**
**860 Howard Street**
**San Francisco 19, California**
**Yukon 6-5151**

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**PLANT SERVICES**

ASSEMBLY & COLLATING
Services Available
Company-owned plant seeks outside contracts at extremely low cost to stabilize production.
**Write: G P PACKAGING CORP.**
**498 Nepperhan Ave.**
**Yonkers, N. Y. or**
**Call New York Office**
**Circle 7-3860**

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BIRCH *Personnel Service, Inc.*

***The Midwest's outstanding placement service for Adv. • Art & allied fields.***

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

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**ADVERTISING BUSINESS MANAGER**

New York Branch Office Manager major 4A Chicago advertising agency seeks broader slot with company or agency. West Pointer; MS, Medill School of Journalism; MS, Georgetown School Foreign Service. 31, married. Five figures.
Box 669, ADVERTISING AGE
630 Third Avenue, N. Y. 17, N. Y.

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**SALES MANAGER**
**to develop and direct expanded consumer products division**

AAA-1 long-established Milwaukee manufacturer seeks capable executive, 35 to 40, to administer all phases of marketing expanded line of advertised, nationally distributed non-food products sold principally through grocery, hardware and key specialty outlets.

Experience, knowledge, proven ability in wholesale and retail selling through brokers, manufacturers' agents and wholesalers essential. Limited travel required. Responsibilities include sales force supervision, development of marketing plans and budgets, communications. A real opportunity to grow with expanding, sound organization, with top management.

Starting salary in low 5-figures. Participation in management incentive program offered to qualified candidate, plus other important benefits. Résumé information held in strict confidence. Write:

**Delbert J. Cook, Marketing Consultant**
**436 W. Wisconsin Ave., Milwaukee 3, Wis.**

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## Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

**BACON CAN GIVE YOU CLIPS ON:**
• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"

**BACON'S CLIPPING BUREAU**
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

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### *Doran Joins Union Hardware*

Robert C. Doran has joined Union Hardware-Sealand, Torrington, Conn., as national advertising manager. Mr. Doran formerly was with Harold Cabot & Co. and Graceman Advertising.

### *'American Weekly' Adds Two*

The *Charlotte News* and the *San Diego Tribune*, effective with Sept. 13 issues, will distribute *The American Weekly*, bringing to 34 the total number of newspapers distributing the magazine.

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## DIRECT MAIL SALES AND ACCOUNT EXECUTIVE

We are looking for a man who can serve as a direct mail account executive. He must . . . have direct mail experience, . . . have a creative bent, . . . be able to work with market facts to prepare direct mail proposals, . . be able to sell direct mail market development programs.

He will have a wide area in which to operate and plenty of support in marketing case histories from which to draw. This "ground floor" opportunity offers quick potential for success and excellent opportunity to advance to the key sales management position.

We are a young, aggressive and successful direct mail marketing organization on the verge of a large expansion program. Our clients are known leaders in the consumer marketing field.

Please Submit Résumés in Confidence

**MILTON S. STEVENS, INC.**

**16 Railroad Ave. Roslyn Heights, N. Y.**

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## THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 158,000 top marketing men. Gets championship action. Try it.

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**Use This Space to Print or Type Your Classified Advertising Message**

*Classified Rates:* $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

*Display Classified Rates:* take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z____ State _____

*Clip and mail this form to:*

*THE ADVERTISING MARKET PLACE*
ADVERTISING AGE
4041 Marlton Avenue, Los Angeles, Calif.
Telephone AXminster 2-0287

# 5 Dailies Confirm Launching of New Sales Unit

(Continued from Page 1)

the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and the *Washington Star* beginning next Jan. 1.

The move means that the *Milwaukee Journal* and the *Washington Star* will drop O'Mara & Ormsbee at year's end; that the *Boston Globe* will no longer be represented by Scolaro, Meeker & Scott in Chicago and Detroit nor by Cresmer & Woodward in New York, San Francisco and Los Angeles; that Sawyer-Ferguson-Walker will cease representing the *Philadelphia Bulletin* in Detroit, Atlanta and the Pacific Coast; that the *St. Louis Post-Dispatch* will drop West-Holliday on the Pacific Coast and John Budd Co. in 11 southern states.

■ Irwin Maier, publisher of the *Milwaukee Journal*, who acted as spokesman for the five newspapers at a press conference here yesterday, said the *Detroit News* and the *Baltimore Sun* "contributed to the discussions and thoughts that led to this development—but that they had declined to join Million Market Newspapers." He did not give their reasons.

Mr. Maier indicated that no other newspapers would be invited to join the group and denied that it would provide the nucleus for a national network of newspapers.

The last newspaper network in which he figured, the American Newspaper Advertising Network, was not successful, said Mr. Maier. The ANAN was liquidated on Dec. 31, 1949, after nearly three years of operation. It died for several reasons, including the costs of publishing, continuity discounts, service fees and sales commissions. It was also a target for attacks by representative companies. At its peak, the ANAN had 46 member dailies in 43 major markets with a combined circulation of 12,500,000 and with sales at the rate of $7,500,000 annually.

■ Mr. Maier said yesterday that the Million Market Newspapers would offer no combination rates, no group discounts, no fixed-package deals. The group, which will have offices in New York, Detroit, Chicago and, later, on the West Coast, "will sell some or all of the five newspapers and make other appropriate recommendations for newspaper coverage as dictated by the advertisers' needs."

Mr. Maier, who added that no single-billing setup has been arranged—"and I think there won't ever be"—said Million Market Newspapers was "not an experiment, not a trial." He listed the virtues of the new group as follows:

(1) It will sell five papers—not 25 or 15 or 10; (2) it will sell papers more nearly of a size, so you can go to an agency with a definite package; (3) it will offer good test markets for advertisers, and (4) it will give the five papers its full attention; this is impossible with representative companies, which have other clients.

■ A press release about Million Market Newspapers said that all five MMN incorporators are leading newspapers of high coverage in key markets of 1,000,000 or more population with a common tradition for quality, integrity, independence, progressiveness and general excellence reflecting national prestige and acceptance.

"All are among the perennial leaders in national, retail and classified advertising linage. Four of these newspapers have strong evening and Sunday editions. The *Globe* teams big circulation coverage in Boston through morning, evening and Sunday editions.

"The combined net paid circulation of the five papers is 2,090,956 daily, 2,490,481 on Sunday, and the advertising linage of these papers in 1958 totaled 206,294,000 lines," the release said.

According to Mr. Maier, MMN, which will have headquarters here, will employ perhaps 25 to 35 persons, headed by a president, who is now being sought. Booz, Allen & Hamilton, management consultant, is interviewing candidates for the post. Mr. Maier declined to say how much the president would be paid.

■ The new group will have "substantial budget allocations" and will have departments for "creative media sales, marketing and media research and promotion, as well as for customary newspaper service. It will be the responsibility of this new creative arm to gather and present the strengths, advantages, successful application and strategy of newspapers as a national advertising medium."

MMN, it was said, will support the Bureau of Advertising, American Newspaper Publishers Assn., in its national sales efforts.

Last year, when the combined linage of the five papers totaled 206,294,000, the *Milwaukee Journal* reported 50,974,383 lines of advertising, and the *Washington Star* reported 41,798,927. The *Journal* was the third biggest newspaper in the U.S. in this field; the *Star* ranked seventh. In 1957, the *Journal* reported 55,415,155 lines, and the *Star* 43,146,467 lines.

■ The *Journal* was the top U.S. newspaper in 1958 in r. o. p. color linage, when it reported 2,400,344 lines. In 1957 it had 2,643,440 lines and was first that year. In 1958, the *St. Louis Post-Dispatch* ranked 19th in r. o. p. color with 1,167,109 lines (in 1957 it had 1,314,674 lines); the *Philadelphia Bulletin* was 41st with 831,684 lines (in 1957 it had 738,399 lines); the *Boston Globe* was 126th in 1958 with 434,604 lines, and the *Washington Star* was unranked last year among the top 200 dailies in r. o. p. color advertising. #

### *Katzif-George-Wemhoener Bows in Suburban St. Louis*

Katzif-George-Wemhoener, new St. Louis agency, has been formed by Arthur I. Katzif, Henry George and Ralph W. Wemhoener. All three resigned recently as account executives of Frank Block Associates. The new agency will have offices in the new Coronet Bldg. in suburban Clayton.

### *Smith Joins Hixson*

W. R. Smith has joined Hixson & Jorgensen, Los Angeles, as an account executive in the petroleum accounts group. He was formerly with Caples Co. and Anderson-McConnell, both of Los Angeles.

## *'Kick in Teeth, but Maybe We Deserve It'*

NEW YORK, Aug. 20—Formation of Million Market Newspapers Inc. by five big daily papers was greeted today by one major representative as "perhaps a kick in the teeth for the representative system, but maybe we deserve it."

The rep, who wished to remain anonymous, explained that his field "had it coming" because "there has been a long-time feeling that the status quo would always prevail. Some reps haven't had the urge or the know-how to keep up with the changes in the fast-moving advertising business," the rep said.

He was also critical of "the guys who are owners" in the representative field. These people, he went on, "haven't shared ownership and they have a lot of cheap help. On the other hand, there are lots of newspapers that like to buy cheap. These papers don't pay the reps very much money, and the result is that the papers just about get what they pay for."

The same source "doubted very much" that MMN would start a trend to similar organizations. He said MMN was "just another rep company that is going into business with a little broader concept." #

# Youngstown Sheet Moves $800,000 Account to EWRR

(Continued from Page 1)

entations from several agencies, including Griswold-Eshleman, several months ago. In addition to Griswold-Eshleman and EWRR, McCann-Erickson, Cleveland, also made a presentation.

■ EWRR will take over the account Jan. 1 and will handle it from the Chicago office. A research and service team from EWRR will launch an orientation and planning program at Youngstown in early September.

The appointment of EWRR does not include Continental-Emsco Co., Dallas, a division of Youngstown which manufactures and markets equipment for the petroleum industry. Rogers & Smith, Dallas, will continue to handle Continental-Emsco. #

# General Mills' Ad Budget Hits High of $33,206,000

(Continued from Page 1)

cake mixes and corn flakes which the company recently purchased.

S. C. Peacock Co. is Latham's present agency, and according to General Mills there are no plans to name a new one.

Mr. Humphrey will be succeeded as advertising manager for Betty Crocker mixes by D. F. Swanson.

■ Mr. Bell told the stockholders about General Mills' latest new product activities. Betty Crocker instant mashed potatoes have been introduced nationally; the pre-sweetened ready-to-eat breakfast cereal, Caramel Puffs, has moved into regional markets, and Hot Toasted 40% Bran is being test marketed in the western U.S.

Sales for fiscal 1958-59 hit a new high of $545,998,000—$16,178,000 more than in the previous fiscal year—and profits were also the best in the company's history, $16,817,000—$2,123,000 above the previous fiscal year. #

### *Volvo to Anderson & Cairns*

Volvo Import Inc., Englewood Cliffs, N.J., importer of the Swedish-built Volvo cars and trucks, has appointed Anderson & Cairns, New York, to handle its advertising. Creative PR Inc., the agency's pr subsidiary, will handle public relations. Advertising Agencies Inc., Los Angeles, is the previous agency. Volvo is currently the 10th best selling imported car line.

## The buried treasure of Tumwater

WATER TREASURE—*Olympic beer is running a series of ads like this in Pacific Northwest dailies to explain its slogan of many years: "It's the water." The slogan is based on the fact that the brewery uses water that flows from the earth at Tumwater near the plant in its beer making. Ad includes diagram showing the ground formation for its artesian wells. Botsford, Constantine & Gardner, Seattle, is the agency.*

# Top 50 Spot Radio Users

### *January-June, 1959*

**Source: RAB**

| Rank | Company | Net Time Sales | Rank | Company | Net Time Sales |
|---|---|---|---|---|---|
| 1. | Ford Motor | $3,250,000 | 26. | Plough Inc. | 625,000 |
| 2. | Liggett & Myers | 2,500,000 | 27. | Northwest Airlines | 600,000 |
| 3. | R. J. Reynolds | 2,400,000 | 28. | Eastern Airlines | 575,000 |
| 4. | General Motors | 2,200,000 | 29. | Philip Morris | 550,000 |
| 5. | Chrysler Corp. | 2,125,000 | 30. | Firestone | 540,000 |
| 6. | P. Lorillard | 1,500,000 | 31. | General Foods | 530,000 |
| 7. | American Tobacco | 1,450,000 | 32. | Corn Products | 525,000 |
| 8. | Anheuser-Busch | 1,300,000 | 33. | Quaker Oats | 520,000 |
| 9. | Schlitz | 1,275,000 | 34. | Miles Labs. | 505,000 |
| 10. | Thomas Leeming | 1,250,000 | 35. | Tetley Tea | 500,000 |
| 11. | Sinclair | 1,200,000 | 35. | Metropolitan Life | 500,000 |
| 12. | Borden | 1,125,000 | 35. | Studebaker-Packard | 500,000 |
| 13. | Texas Co. | 1,100,000 | 38. | Continental Baking | 495,000 |
| 14. | Bristol-Myers | 1,050,000 | 39. | Gillette | 490,000 |
| 15. | Carling | 900,000 | 40. | Chesebrough-Pond's | 450,000 |
| 15. | Standard Brands | 900,000 | 40. | Sterling Drug | 450,000 |
| 17. | Fels & Co. | 850,000 | 42. | Pharmaco | 435,000 |
| 18. | Shell Oil | 825,000 | 43. | Pharma-Craft Corp. | 425,000 |
| 19. | Campbell Soup | 800,000 | 44. | Sun Oil | 410,000 |
| 20. | Beneficial Finance | 775,000 | 45. | F. & M. Schaefer | 405,000 |
| 21. | B. C. Remedy | 765,000 | 46. | TWA | 400,000 |
| 22. | Chattanooga Medicine | 750,000 | 46. | Cities Service | 400,000 |
| 23. | Standard Oil (N.J.) | 700,000 | 48. | Liebmann Breweries | 380,000 |
| 24. | Ralston Purina | 685,000 | 49. | Pabst | 375,000 |
| 25. | American Airlines | 650,000 | 50. | Ward Baking | 360,000 |

### *Bankers Life Promotes Ed Condon, Warren Mattix*

Bankers Life & Casualty Co., Chicago, founder of the White Cross Plan, has promoted Ed Condon to advertising director and

Warren Mattix

Ed Condon

Warren Mattix to assistant advertising director. Mr. Condon, formerly assistant ad director, succeeds Joe Parkin, who is leaving to head Mail Talent, Stamford, Conn. Mr. Parkin will remain a marketing consultant for Bankers.

Mr. Mattix, with Bankers' marketing division since May, 1957, formerly was conservation manager.

### *Althouse Chemical to Beaumont*

Beaumont, Heller & Sperling, Reading, Pa., has been named to handle advertising for Althouse Chemical Co., Reading, producer of color fast dyes for clothing, fabrics and textiles. The company is a division of Crompton & Knowles Corp., Worcester, Mass., textile looms manufacturer, whose agency of record is Sutherland-Abbott, Boston. Beaumont, Heller also has named Robert Schulin, formerly an associate editor of *Iron Age*, to its creative staff.

## *Ford Was Top Spot Radio Spender in 1st Half of '59: RAB*

(Continued from Page 1)

'58, with $5,000,000. General Motors was first at $400,000 above that.

RAB suspects that the total spot tv take for the first half of this year may be running behind the first half record of last year, which was a very good period. Local business, on the other hand, appears to be up about 5%. The bureau would not hazard a guess about network.

July and August have been exceptionally good for spot; RAB thinks this fall may be the biggest in the medium's history. It was in the second half of 1958 that spot radio began to decline for the first time since the comeback started in 1955. The bureau predicts that spot and local business for the full year of 1959 may be about 10% ahead of 1958.

■ The most active categories in spot radio for this year have been tobacco, automotive, drugs and toiletries, foods, gas and oil, and beer.

The number of individual companies using spot went up during the second quarter of the year, RAB reports. #

### *Davis Joins Authenticolor*

Stan Davis, who for many years operated his own company representing photographers and artists, has joined the sales force of Authenticolor Inc., New York, color laboratory.

## Ratke's Arrest Caps Earlier Scrapes; He's Old Customer of FTC, Other U. S. Agencies

(Continued from Page 1)

against Borg Johnson Electronics, another Ratke enterprise. They claimed that "electronic miracle $4.95 pocket portable radios" advertised by the company were ordinary crystal sets.

Since last October, the FTC has had as many as five of its prosecuting attorneys and four of its hearing examiners working on various cases involving Mr. Ratke and his associates.

Four of the five cases have been settled without hearing, by consent orders. While the orders stop the claims which FTC challenges, they will be of no help to the New York district attorney because consent orders are for settlement purposes only and do not constitute an admission of guilt.

FTC sources say there are no signs that a consent settlement will be reached in the Livigen case, which is currently slated for public hearing in New York Sept. 24.

■ FTC entered Mr. Ratke's life with an announcement Oct. 7 of a complaint filed against Comstock Chemical Co., a Ratke company, along with Mr. Ratke and two associates who were also named in the New York grand jury indictment today—Herman Liebenson and Monroe Caine. At issue were ads for Roll-A-Shine polishing mitt, including, according to FTC, the implication that the mitts "end car waxing, washing and polishing, forever."

A week later I. G. Chemical Co. and the same trio were named in a complaint based on the Green Plasma ad which had aroused the Agriculture Department 15 months earlier. Far from keeping lawns green 365 days of the year, FTC said, the product is just a dye "which sunlight will bleach and rain will wash out."

In November, two more complaints were issued against Mr. Ratke and his various enterprises:

On Nov. 26 the commission attacked Staz-Set Inc., Mr. Ratke and Mr. Liebenson, for 7-Day Reducer, allegedly advertised as a reducer which works without diet and without exercise and is endorsed or approved "by U. S. Public Health authorities." Also named in the Staz-Set complaint was Parker Advertising Inc., an agency controlled by Mr. Ratke.

Two days later FTC fired complaints at a list of companies accused of false advertising for a battery additive promoted under a variety of names, including Voltex, as "tested, recognized and accepted by the U. S. Government Bureau of Standards," and used regularly by the U. S. Navy, the Queen Mary, the Queen Elizabeth and National Airlines. Among those cited in this complaint were Parker Advertising, Mr. Ratke and two companies controlled by Mr. Ratke—Biotex Ltd. and L&D. Auto Products.

■ Last of the FTC complaints came this April when FTC cited Biotex Ltd., Livigen Laboratory Sales Corp., Mr. Ratke and Max Laserow for using ads implying that Livigen skin food will "rejuvenate the user's skin." According to FTC, the two companies are controlled by Mr. Ratke; Mr. Laserow was described as a Swedish scientist and an officer of Livigen Laboratories.

In reply to FTC's complaint, the respondents said FTC's analysis of the product is "incorrect, inaccurate and fractional," and that its citations from Livigen ads were taken out of context. The reply said of Mr. Laserow: "If he appears to be an officer it is without his knowledge and consent."

In New York yesterday the district attorney's office reported that Mr. Laserow has been using a fake academic degree issued by a non-existent college in a non-existent city in Latvia. FTC staff members report they believe Mr. Laserow is abroad and that they share the district attorney's opinion of his credentials. #

## Disclosure of Test on Vanguard Content Illegal: Schaflancer

NEW YORK, Aug. 20—An alleged test of the ingredients of Vanguard non-tobacco cigarets by the Department of Agriculture has been protested vigorously by the company in a telegram sent Aug. 18 to Ezra Taft Benson, Secretary of Agriculture.

Vanguards were introduced in June in Dayton on a test basis (AA, June 29). They are reportedly made of Fibrila, "a blended formula of scientifically processed natural fibers," and are produced by Bantob Products Corp.

The Department of Agriculture tests reportedly called them a cornsilk product.

■ Gerald M. Schaflancer, president of Bantob Products Corp., in his telegram to Secretary Benson, said that the company's counsel was investigating the department's right to analyze and publish reports on test market products.

Mr. Schaflander's telegram follows:

"This corporation, Bantob Products Corp., manufacturing Vanguard (the non-tobacco smoke) immediately requesting counsel, Javits & Javits, New York City, investigate your department's right to analyze allegedly and make published reports on test market products without consulting original manufacturer.

■ "Your Louis Williams recently made alleged tests of Vanguard smokes at behest of Sen. Cooper and your office reported tests of a single example of a series of Dayton test market products thus idiotically naming our product as a cornsilk product. Your department has no right according to preliminary legal investigation to announce any results on any commercial test market product.

"Congressmen of other states than Kentucky will be most interested in your department's actions to insure stopping a non-tobacco fibre product containing natural raw materials growing in many farm belt states. They are being notified.

■ "Such representatives and senators are being notified of your department's discriminatory action in favor of tobacco producing areas.

"Our company also most interested to learn why your laboratories acted speedily to misfind contents of this vitally needed consumer product rather than determining if it was a safe product for America and Kentucky to smoke.

"Copies this wire to Cooper, Keating, Neuberger, Humphrey, all national, trade press plus interested special parties.

"Request reply." #

### Two Join Doherty, Clifford

Charles Sloane Jr., formerly with Vick Chemical Co., and Thaine A. Youst, formerly with J. M. Mathes Inc., have joined Doherty, Clifford, Steers & Shenfield—Mr. Sloane as an account executive, Mr. Youst as a marketing and merchandising account executive on cosmetic, drug and toiletry accounts.

# Last Minute News Flashes

### Hancock Leaves United for Y&R; McBride Joins

CHICAGO, Aug. 21—John Hancock, assistant to the director of advertising of United Air Lines, will join Young & Rubicam, New York, Aug. 31 as a merchandising executive on the American Airlines account. AA learned simultaneously that Robert J. McBride, assistant advertising manager of Container Corp. of America, will join United Aug. 31 as mass media advertising manager, a new position.

### Kelly Succeeds Schofield as Storer Ad Head

MIAMI, Aug. 21—John J. (Chick) Kelly has been appointed director of advertising and promotion of Storer Broadcasting Co., effective Sept. 7, succeeding Arthur C. Schofield, who is joining Peoples Broadcasting Corp. Mr. Kelly has been assistant advertising and promotion manager of Westinghouse Broadcasting Corp. for the past five years.

### Butz Follows Cox from Wilson to Golfcraft

CHICAGO, Aug. 21—James T. Butz, assistant director of advertising, sales promotion and public relations for Wilson & Co., will join Golfcraft Inc. Aug. 31 as general assistant to Mark Cox, vp in charge of sales and marketing. Mr. Cox resigned from Wilson last month as director of advertising (AA, July 27). A successor has not yet been named.

### Two Ad Experts Named to House Unit's Tax Panel

WASHINGTON, Aug. 21—Two attorneys familiar with advertising have been named to a seven-man panel slated to discuss taxes on business expenditures before a House ways and means committee which is studying possible tax law revisions. They are Elisha Hanson, counsel for the American Newspaper Publishers Assn., which is concerned with deductibility of advertising on controversial subjects, and Byrne Litschgi, attorney for the Federal Excise Tax Council, which is seeking more favorable treatment of co-op advertising.

### Burbank Leaves Knox Reeves; Other Late News

• **Richard A. Burbank** has announced his resignation from Knox Reeves Advertising, Minneapolis, effective Sept. 1. Mr. Burbank, vp and publicity director of the agency, has been with Knox Reeves 12 years, the last eight as account supervisor on a number of General Mills products. He will announce future plans after a vacation.

• **Census Bureau** estimated today that the number of U. S. households reached 51,300,000 in March, 1959, an average annual increase of 861,000 since the 1950 census. The breakdown included 32,600,000 urban, 13,300,000 rural non-farm and 5,400,000 farm homes. The increase in farm dwellings was 215,000.

• **Newell T. Schwin,** formerly director of production sales of CBS Television, New York, has joined Associates Investment Co., South Bend, as vp in charge of public relations and advertising.

• **Herbert Resnick,** formerly manager of WWOL, Buffalo, has been named exec vp and general manager of Regal Advertising Associates Corp., New York. The radio-tv barter agency, owned principally by Exquisite Form and Silfskin, two of its clients, was in the news last June when two of its vps, Charles Weigert and Sidney Barbet, left to take over the new film barter subsidiary of Screen Gems. Regal has been run temporarily by Robert Solof, president, who usually spends most of his time as treasurer of Exquisite Form.

• **Conde Nast Publications** reportedly has bought control of Street & Smith Publications. S. I. Newhouse, head of a coast-to-coast newspaper and broadcasting empire, who last March acquired near-control of Conde Nast, was unavailable today for comment, as were top officials of both magazine houses. It is believed that announcement of the deal will be made next week. Conde Nast publishes *Vogue, Glamour* and *House & Garden*, among other titles; Street & Smith publishes *Charm, Mademoiselle* and *Living for Young Homemakers.*

• **Marshall A. Stephens** has been named manager of Zerone and Zerex anti-freeze sales for the industrial and bio-chemicals department of E. I. du Pont de Nemours & Co., Wilmington. He has been assistant manager for the past four years and succeeds the late T. A. Parriott, who died July 29.

• **Walter H. Preston Jr.,** formerly with J. Walter Thompson Co., has joined J. M. Mathes Inc., New York, as an account executive.

• **Arnold Rotsman,** formerly research director for *McCall's,* has joined Ziff-Davis Publishing Co. as manager of sales development for all magazines, a new post.

• **Hart Schaffner & Marx,** Chicago, will break the first ad of a campaign using ten one-page ads in the Sept. 14 issue of *Newsweek* to push its fall line. The ads, all in b&w and using photos by Richard Avedon, woman's fashion photographer, will also appear in *Gentleman's Quarterly, Life, The New Yorker, The Saturday Evening Post* and *Time.* Batten, Barton, Durstine & Osborn is the agency.

• **Who is going** to pay the talent agency commission on commercials taped with scale talent and intended for tv re-use? This is beginning to be quite a headache for agents, who are caught between the American Federation of Television & Radio Artists' no-agency commission-on-scale ban and the growing advertiser-agency reluctance to pay the commission. Agents report that Procter & Gamble, Cincinnati, has refused to pay talent agency commission on taped commercial residuals; Compton reportedly has extended this policy to all its clients. The problem has arisen because AFTRA has jurisdiction over a great deal of the tape field. It did not arise in the past because the Screen Actor's Guild, members of which pay its agents, set the standards for film commercial reruns; in the live field, or AFTRA territory, most of the tv spokesmen are over scale and not subject to the ban.

### Frisard Joins Lennen & Newell

Emile Frisard, formerly a vp and creative director of Compton Advertising, New York, has joined Lennen & Newell, New York, as a senior vp and director of copy. Mr. Frisard started his agency career at Ted Bates & Co. in 1945, and was subsequently a copy group head at Biow Co. and Grey Advertising Agency before joining Compton in 1957.

### American Aviation Moves

American Aviation Publications, Washington, has moved its New York office to 20 E. 46th St., New York.

NEW CAMPAIGN—*Brown-Forman Distillers Corp. will break a new campaign for Early Times in mid-September with color pages in Gourmet, Life, Newsweek, Sports Illustrated and True. Erwin Wasey, Ruthrauff & Ryan is the agency.*

## Eastern Electra 'Camouflaged' in Ads, National Says

(Continued from Page 1)

plaint as "reluctant" because of an agreement the two carriers made about trying to adjust their advertising differences privately. National asserted that Eastern had already broken that agreement by its complaint and said today that "such a program of filing complaints for propaganda purposes must be stopped at once and for all."

■ The Eastern complaint which started the row (AA, Aug. 3) charged National with several specific instances of "inaccuracies" in its advertising. Most of them related to costs and services on National's flights between New York and Miami, a big carrier business that the two lines compete for vigorously.

It also scored National for promoting a contest open only to National's passengers even though, according to Eastern, CAB had informed National that the contest was in violation of the Federal Aviation Act prohibiting rebates.

In a reply to these charges filed with CAB last week (AA, Aug. 17), National said that Eastern's allegations were "nothing more than a manifestation of schizophrenic logorrhea in a last ditch move against an effective competitor," and promised it would lodge its own complaint, which it did today.

■ But National was especially critical in its reply statement, about "the fact that Eastern deposited the complaint with an attached press release with ADVERTISING AGE before it served the complaint on National.

"Eastern's grandstand play to capture lost ground," said National, "has violated the informal arrangement [to resolve ad disputes privately] and requires full airing of its sly ways of advertising in violation of good taste, as well as the law."

This "airing" is presumably what National is seeking in the formal complaint about Eastern that it filed with CAB today.

The agencies involved are Fletcher D. Richards, Calkins & Holden, which handles Eastern, and Marschalk & Pratt, National's agency. #

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

DOUBLE-BARREL—*Libby, McNeill & Libby will use facing half-page color ads in the September Better Homes & Gardens and Ladies' Home Journal for its corn and peas. A full-page ad for corn will follow in the October BH&G and other half pages in BH&G and LHJ.*

# David Ratke Arrested for False Advertising

(*Continued from Page* 2)

promoted such products as: A green plasma to "turn grass green"; a car wax to end the need for car waxing; a floor polish to end the need for floor polishing; powdered heat to end snow shoveling; a product to grow fresh skin.

■ Mr. Hogan charged that the promoters have grossed $2,000,000 selling such "wonder" products to the public. James F. Gill, assistant district attorney, said of Mr. Ratke:

"For three years this man has been picking up items that are next to worthless and through false and deceptive campaigns has reaped windfall profits. He has engaged in mass larceny and has bilked the American public of thousands upon thousands of dollars. When complaints begin to come in, he drops one product and moves on to another."

■ Many of these complaints have been formally leveled by the FTC during the past two years. At one time three different FTC teams of investigators were working on complaints involving six different Ratke companies (AA, Dec. 8). Stanley E. Cohen, Advertising Age's Washington editor, suggested that "we may be heading for a day when President Eisenhower will find it advisable to set up a Federal Ratke Administration, or have FTC set up a Ratke squad or Ratke division" (AA, Dec. 8).

Also named in the criminal informations returned today were two Ratke-owned companies, Borg Johnson Electronics Co. and Livigen Laboratory Sales Co. Also being sought for arraignment is a Dr. Max Laserow, who supposedly "discovered" Livigen. He was brought in for questioning some time ago and produced a "diploma" naming him a doctor of chemistry from a non-existent college in Latvia.

The charges against Mr. Ratke and his associates are misdemeanors, punishable by a year in jail on each count. All three defendants pleaded innocent.

## RATKE PUT IN DISTORTED LIGHT, LAWYER SAYS

New York, Aug. 19—Milton Bass, attorney for David Ratke, charged today that "this attack is improper and will be actively defended."

Mr. Bass told Advertising Age that the charges and the publicity given to them "harmed" the business and reputation of his clients, putting them in a "distorted light."

He said that once the case comes to trial he is "fully confident they will be vindicated."

Mr. Ratke told AA that he does not understand why the name of Parker Advertising was dragged into the case. He said that Parker used to be an agency but has been inoperative for three years now. He said that his co-defendants, who were listed as employes of Parker, are actually associates of his in other companies.

■ Mr. Ratke also pointed out that Parker Advertising did not, "to the best of my knowledge," place any of the business for the three products figuring in yesterday's grand jury action. He said two other New York agencies—Weiss & Geller and Lee Stockman—placed this business.

Max Tendrich, exec vp of Weiss & Geller, refused to comment when asked whether his agency placed advertising for the Ratke products. Lee Stockman suffered a heart attack last year, and his agency is no longer in existence, according to Mr. Ratke.

■ Although Mr. Ratke claimed that this agency, Parker, has not been operating for three years, it is listed in the Agency List, along with 21 clients. *Standard Advertising Register* points out that the listing could not be maintained for that period of time unless the agency returned the *SAR* forms.

Among the clients listed by Parker are Charles Antell, Block Drug Co. and Max Factor Specialty Co. A. L. Plant, ad manager of Block Drug, vehemently denied that his company had ever been a client of the Parker agency. "Ratke called me up once, I think," he said, "and tried to sell us something, a barter television deal, I think. That's all. We don't even want to be mentioned in the same story with him."

Mr. Bass told AA that the following media carried the advertising which has been alleged to be misleading:

WINS and WNEW-TV, *Puck—The Comic Weekly, Rural New Yorker, Wall Street Journal, Journal of Commerce, New York Herald Tribune, New York Daily News, New York Mirror* and *Sunday Enquirer*. #

### *Dr. Corbin Named Consultant*

Dr. Arnold Corbin, professor of marketing, New York University school of business administration, has been appointed a consultant by Marsteller, Rickard, Gebhardt & Reed, New York.

### *Kindy to Gordon & Hempstead*

Kindy Optical Co., St. Paul, has appointed Gordon & Hempstead, Chicago, to handle its advertising. The advertising schedule will include newspaper, direct mail and point of sale.

*Department Store Sales . . .*

# Sales Rise 6% in Week Ended Aug. 15

Washington, Aug. 19—Department store sales across the U.S. rose 6% in the week ended Aug. 15 over the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ended Aug. 15 were 7% ahead of sales for the similar period of last year and sales for the year to that date were 8% ahead.

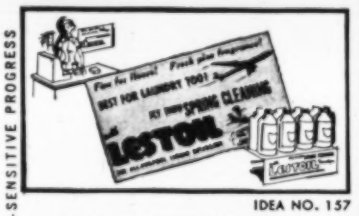
■ Of the 12 FRB districts, only one, New York, reported a loss: 1%. Boston reported no change. The remaining districts reported gains as follows: Philadelphia, 3%; Cleveland, 6%; Richmond, 1%; Atlanta, 9%; Chicago, 6%; St. Louis, 4%; Minneapolis, 11%; Kansas City, 8%; Dallas, 7%, and San Francisco, 3%.

A breakdown of the sales in the districts for the Aug. 15 week will be available next week. For the previous two weeks sales were as follows:

| Federal Reserve District, Area, and City | % Change from '58 Week Ending Aug. 1 | Aug. 8 |
|---|---|---|
| **UNITED STATES** | + 6 | + 9 |
| **Boston District** | + 4 | + 9 |
| Metropolitan Areas | | |
| Boston | + 6 | + 9 |
| Downtown Boston | + 4 | + 9 |
| Suburban Boston | +10 | + 9 |
| Cambridge | + 2 | + 8 |
| Quincy | +16 | +18 |
| Lowell | 0 | 0 |
| City | | |
| Springfield | + 8 | +10 |
| **New York District** | r+ 3 | + 9 |
| Metropolitan Areas | | |
| Buffalo | r— 4 | + 3 |
| New York-N.E. | | |
| New Jersey | r+ 4 | +10 |
| Newark | + 3 | + 4 |
| New York | r+ 2 | + 7 |
| Rochester | r— 1 | +12 |
| Syracuse | + 1 | + 5 |
| **Philadelphia District** | r+ 6 | + 8 |
| Metropolitan Areas | | |
| Wilmington | — 1 | +15 |
| Trenton | r+ 3 | + 3 |
| Lancaster | r+67 | +25 |
| Philadelphia | r+ 5 | + 7 |
| Reading | +19 | + 9 |
| Scranton | r— 7 | + 9 |
| Wilkes-Barre—Hazleton | — 5 | + 1 |
| **Cleveland District** | + 7 | +10 |
| Metropolitan Areas | | |
| Lexington | —17 | +19 |
| Akron | — 2 | +10 |
| Canton | +14 | + 8 |
| Cincinnati | + 3 | + 8 |
| Cleveland | +17 | +15 |
| Downtown Cleveland | +11 | +13 |
| Columbus | + 5 | +13 |
| Springfield | + 9 | +16 |
| Youngstown | + 3 | + 6 |
| Erie | +10 | + 9 |
| Pittsburgh | + 5 | + 7 |
| Downtown Pittsburgh | + 5 | + 7 |
| Wheeling-Steubenville | — 8 | — 4 |
| **Richmond District** | + 1 | + 4 |
| Metropolitan Areas | | |
| Washington | r 0 | + 4 |
| Downtown Washington | r— 6 | — 3 |
| Baltimore | r 0 | + 1 |
| Downtown Baltimore | —12 | —14 |
| Richmond | + 3 | + 6 |
| **Atlanta District** | r+ 4 | r+ 7 |
| Metropolitan Areas | | |
| Birmingham | —19 | — 4 |
| Mobile | + 3 | +10 |
| Jacksonville | * | * |
| Miami | r+ 9 | +12 |
| Downtown Miami | r+ 8 | +11 |
| Atlanta | r 0 | + 3 |
| Augusta | + 1 | + 9 |
| Columbus | —12 | + 2 |
| New Orleans | + 2 | + 5 |
| Knoxville | +16 | +13 |
| **Chicago District** | + 7 | +11 |
| Metropolitan Areas | | |
| Chicago | + 2 | + 7 |
| Indianapolis | +20 | + 8 |
| Detroit | +13 | +19 |
| Grand Rapids | +10 | +13 |
| Milwaukee | + 8 | +17 |
| **St. Louis District** | + 4 | + 4 |
| Metropolitan Areas | | |
| Little Rock | +16 | + 5 |
| Louisville | + 4 | + 6 |
| St. Louis | + 1 | + 3 |
| Memphis | + 7 | + 8 |
| **Minneapolis District** | + 6 | +15 |
| Metropolitan Areas | | |
| Minneapolis—St. Paul | + 6 | +15 |
| Minneapolis and Suburbs | + 7 | +16 |
| St. Paul | + 4 | +13 |
| Cities | | |
| Duluth-Superior | + 1 | +12 |
| **Kansas City District** | + 4 | + 9 |
| Metropolitan Areas | | |
| Denver | +15 | +20 |
| Topeka | — 7 | + 4 |
| Wichita | — 7 | — 4 |
| Kansas City | + 1 | + 7 |
| Downtown Kansas City | — 6 | — 3 |
| St. Joseph | + 8 | +10 |
| Lincoln | — 6 | + 4 |
| Albuquerque | + 6 | + 8 |
| Oklahoma City | + 2 | +13 |
| Tulsa | +11 | + 5 |
| City | | |
| Joplin | — 3 | +10 |
| **Dallas District** | + 8 | +10 |
| Metropolitan Areas | | |
| Dallas | +13 | +17 |
| El Paso | + 3 | — 1 |
| Fort Worth | — 3 | + 6 |
| Houston | +27 | +18 |
| San Antonio | 0 | + 4 |
| **San Francisco District** | + 9 | r+ 8 |
| Metropolitan Areas | | |
| Los Angeles-Long Beach | +11 | +12 |
| Downtown Los Angeles | + 1 | + 2 |
| Westside Los Angeles | + 7 | + 8 |
| Sacramento | +14 | +16 |
| San Diego | 0 | + 5 |
| San Francisco-Oakland | +11 | + 5 |
| San Francisco City | + 8 | +11 |
| Oakland | + 7 | — 7 |
| San Jose | +29 | +20 |
| Portland | + 9 | + 4 |
| Salt Lake City | + 7 | +12 |
| Seattle | + 5 | — 3 |
| Spokane | + 3 | 0 |
| Tacoma | + 6 | + 9 |

r—Revised. *Data not available.

Stickin' around with kleen-stik®




IDEA NO. 157

"So Easy When You Use . . ."

Recent, rapid riser to national prominence is Lestoil all-purpose liquid detergent, product of Lestoil, Inc. Holyoke, Mass. To tie in with the company's TV spot saturation, Charlie Ogniben, Prod. Mgr. of their agency, Jackson Associates, planned a point-of-purchase reminder. Cerebrating with Ralph Rich, Pres. of Rich Lithograph, in Chicopee Falls resulted in this colorful, *all-purpose* piece, backed with heavy duty Kleen-Stik tape. To paraphrase the well-known Lestoil TV jingle, "Use it as a shelf-strip . . . use it on the wall . . . peel and press it anyplace at all . . . it's so *easy* when you use Kleen-Stik!"

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 158

Sales-Stimulatin' Stallion

As part of the giant promotion to introduce their 1959 "Sweptline Stallion" Trucks, Dodge Division of Chrysler Corp. had *2500* of the new trucks driving all over the nation! For identification, each wore two of these handsome black-and-gold signs, printed on Kleen-Stik "Flex-Stik" — the *rubber-impregnated* self-sticking stock that resists sun, rain, oil *and* abrasion. This elegant attention-getter was conceived by Don Maddock, Dodge's Truck Promotion Mgr. and attractively executed by Herb Aronsson of Aronsson Printing Co., Detroit.

There's *less toil* to selling when you use Kleen-Stik P. O. P. displays. So stop "horsing" around and think up a Kleen-Stik idea right away! Better still, see your printer, lithographer, or silk screener—he has a *truck-load* to show you.

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

# "I welcome the arrival of Ad Age..."

*says* **WILLIAM G. OHME**
*Vice-President/Marketing*
**Harold F. Ritchie, Inc.**

"I think Advertising Age comes under the heading of must reading for all of us who need to make advertising and marketing decisions. It constantly carries not only complete current news coverage of our field, but informative and provocative articles which stimulate creative thinking. I welcome the arrival of Ad Age on my desk regularly, just as I do a visit from a valued friend."

A graduate of the Wharton School, University of Pennsylvania, Mr. Ohme began his career in the cosmetics and toiletries business during the 1930's in the accounting department of Warner Hudnut. After four years of World War II army service, during which he attained the rank of lieutenant colonel, he returned to Hudnut, subsequently rising to assistant treasurer and assistant secretary of the firm.

In 1953, Mr. Ohme joined the Olin Mathieson Chemical Co. as advertising manager of its Lentheric division, and the following year he was named director of marketing. He came to Harold F. Ritchie, Inc., manufacturer of Brylcreem, Scott's Emulsion and Eno antacid, in 1957. Starting as director of marketing, he advanced to vice-president of marketing and a member of the board of directors in 1958. A native New Yorker, Mr. Ohme now lives with his wife and sons, Robert and William, Jr., in Upper Montclair, N. J. The Ohmes spend part of their free time at their farm in Mehoopany, Pa.


important to important people

**200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS**
**630 THIRD AVENUE · NEW YORK 17, NEW YORK**

ABC ABP NBP *1 Year (52 issues) $3*

# THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker